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Veteran retailer lets out seams in a really big way page 45

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How wholesaler gears for open house page 50



Texan profitably promotes credit business ..... *page 41*

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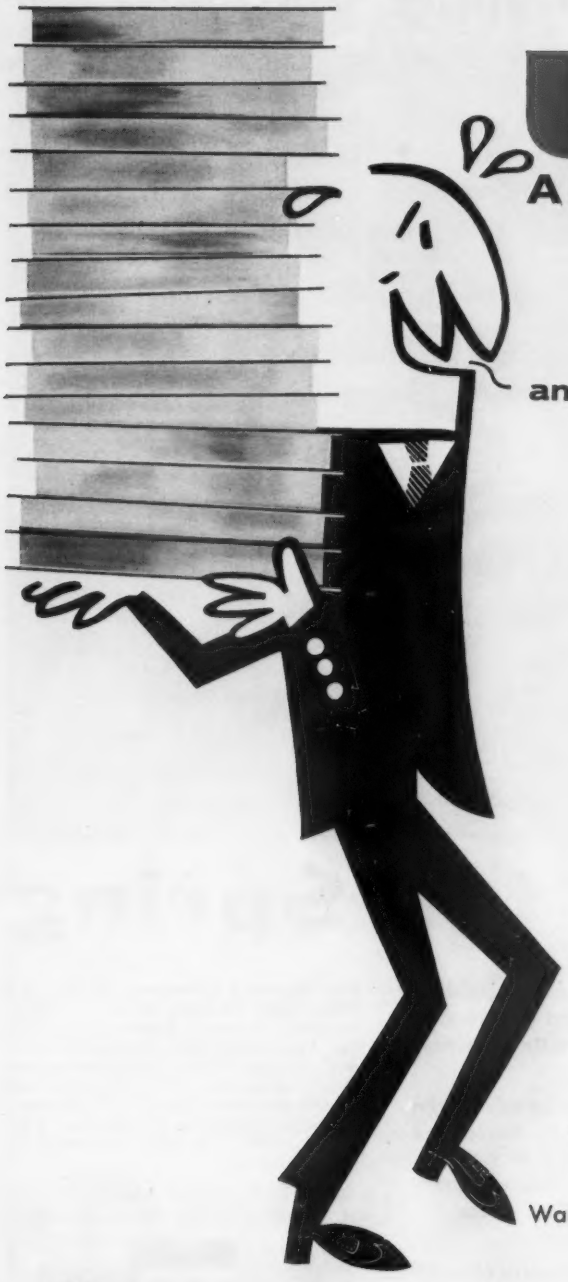
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sbs SOUTHERN BUILDING SUPPLIES

May, 1960

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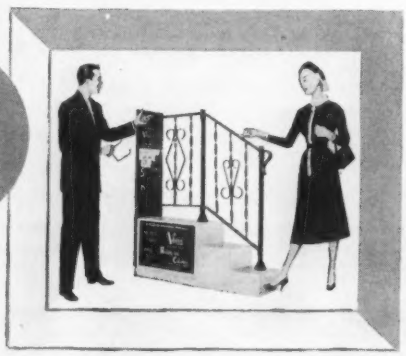
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You and the law

By ARTHUR L. H. STREET
attorney at law

Ratification of Agent's Acts

Ordinarily, when real estate owner lets a contract to a building contractor, requiring the latter to secure all necessary materials, owner is not *personally* liable to a supplier of such materials. (But, of course, supplier may have a right to enforce a lien against the premises.)

This is so because building contractor buys materials on his own credit, and is not to be regarded as an agent of the owner in doing so.

However, as shown by a decision by the Colorado Supreme Court, owner may render himself personally liable by promising to pay the bill after the materials have been furnished. Thereby he renders himself personally liable, entitling supplier to waive his mechanic's lien right and to get a personal money judgment against the owner.

Here is the substance of what the court decided (Hayutin v. Gibbons, 338 Pac. 2d 1032):

> The lien statute does not provide an exclusive remedy, and a suit by a materialman for value of materials sold, delivered, and used in construction of a house is proper and is not based upon rights of a lienholder.
>
> In suit by a materialman against a property owner and his brother, for value of materials sold and delivered on order of independent contractor and integrated into house of owner and his wife, wherein there was testimony that owner made a subsequent promise to pay amount alleged to be owing, evidence sustained finding that owner had ratified order of independent contractor.
>
> "Ratification" is the adoption and affirmance, either expressly or by implication, by one person of the prior act of another which does not bind him, but which was done or professed to be done on his account, whereby the act is given effect as though originally authorized.
>
> It must be remembered that this is a suit for the value of materials sold and delivered; it is not based upon the rights of a lienholder. Such a suit is proper since the statute on liens does not provide an exclusive remedy.

Conflicting Business Names Need Proof

THE PROBLEM: Plaintiff conducted business in suburban area known as "Rosedale," under business name, "Rosedale Lumber & Paint Co." Defendant set up a competing business under the name, "Rosedale Building & Supply Company." Did plaintiff have right to prevent defendant from using such name without proving that people dealing with defendant were deceived into thinking that they were dealing with plaintiff?

COURT'S ANSWER: No. (Olmstead v. Rosedale Building & Supply, Inc., 313 S.W. 2nd 235, decided by the Arkansas Supreme Court.) Courts generally say that one doing business in town or city cannot monopolize use of its name as part of a business name, unless public has become accustomed to identifying business of first user of place name because of such use.

Zoning Ordinance Affects Property Sale

A building supply company had used a 3.4 acre tract in a village for storage purposes for 35 years, when the village authorities adopted a zoning ordinance which no longer permitted establishment of such yards in the district, zoned for residential use. However, the ordinance did not deprive the company of the right to continue to use the yard for the same purposes.

Was the ordinance unconstitutional as applied to the company on the ground that the re-zoning of the district from business to residential use was unreasonable, confiscatory, and unconstitutional?

No, declared the New York Supreme Court, Special Term, Westchester County, in the case of Scarsdale Supply Co. vs. Village of Scarsdale (181 N. Y. Supp. 2d, 374). The court pointed out that there was no imminent threat by the village authorities to curtail continuation of use of the property as a building supply storage yard, although the effect of the ordinance might have been to prevent a profitable sale of the property as a shopping center.

If You Sell Your Business

When seller of a business increases price by an apportionable amount, on account of his agreement not to compete with his successor for a certain time, that sum must be regarded as taxable under the federal income tax laws.

This statement is supported by a decision rendered by the United States Court of Appeals, Second Circuit, in the case of Ullman v. Commissioner of Internal Revenue, 264 Fed. 2d 305.

The Commissioner of Internal Revenue assessed deficiencies on a theory that a designated amount of sum paid to stockholders, when they sold to laundry company their stock in linen supply companies, was received by stockholders in consideration for their covenants — agreements — not to compete with the laundry company and that consequently such amount was taxable as ordinary income.

The Court of Appeals decided that the evidence was insufficient to show that the covenants not to compete had no independent significance apart from transfer of the good will of the linen supply companies, or that the price of the covenants as stated in the contract was merely a fictitious allocation designed to benefit tax position of laundry company.

The decision was influenced by fact that there was an independent contract under which it was agreed that sellers of the stock were to be paid a certain sum for their agreement not to compete.

Summarized, the court's principal legal conclusions are:

The amount a purchaser pays to a seller for a covenant not to compete in connection with a sale of a business is ordinary income to the covenantor, and an amortizable item for the covenantee, unless covenant is so closely related to a sale of good will that it fails to have any independent significance apart from merely assuring the effective transfer of that good will.

Where stockholders sell their stock, and the contract contains stockholders' covenants not to compete, and declares that such covenants have a designated value, stockholders claiming that such designated amount was not taxable as ordinary income must adduce strong proof in order to overcome the declaration.

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SBS SIGNIFICANT TRENDS

May, 1960

UNPRECEDENTED WAVE OF HOME BUILDING THROUGHOUT SOUTH in '59, according to most up-to-date figures released by U. S. Dept. of Commerce. Tallying a record of 459,000 starts in nonfarm homes and other dwelling units, reported USDC, were Alabama, Florida, Georgia, Mississippi, Tennessee, Carolinas, Virginias, Kentucky, Maryland, Delaware, Arkansas, Louisiana, Oklahoma, Texas, and District of Columbia.

Spurt actually represented a gain of 45,700 over '58, far surpassing the 253,400 units reported in the Northeastern regions, 318,500 in the North Central, and the 347,600 in the Western section.

JAPAN CONTINUED TO BE LEADING IMPORTER OF PLYWOOD LAST YEAR, USDC reports show. Actually, with '59 plywood imports into U.S. at 1,330.2 million square feet, a gain of 46 per cent over 1958 transpired. Moving into second place as plywood importer in '59 (and nosing out Canada) was the Philippine Republic.

Eighty-two per cent of all plywood imports reportedly come from these three countries. Except for small portion, all deliveries were hardwood plywood, used principally in production of flush doors, furniture, cabinets, and mobile homes.

HERE ARE TYPICAL AGE FACTS RELATING TO PRESENT FHA HOME BUYER: He is now between 33 and 34 years old. Previous studies made by FHA showed ages of typical home buyers to be somewhat greater than in 1959. Following table shows, for example, that in the pre-war year 1939, typical ages of new and existing home buyers were 36.2 years and 40.0 years, respectively.

	new construction	existing construction
1939	36.2	40.0
1947	33.1	36.1
1955	34.6	36.1
1959	33.0	33.9

MAJOR CAUSE OF LUMBER DEALER FAILURE IS POOR MANAGEMENT, according to Dun & Bradstreet. D&B report shows that, in 342 such failures in 1958, inadequate sales, competitive weakness, receivable and inventory difficulties, and too heavy operating expense were main underlying reasons given. Failures, incidentally, were predominantly among older, established firms.

A NETWORK OF ALUMINUM MERCHANDISING CENTERS, predicted to substantially expand distribution of residential aluminum building products, has been announced by Reynolds Metals Co. Centers stock 35 standard aluminum products used in residential construction, and are said to "assist" builders in adapting aluminum to their home plans. In addition, they will sell prefabbed panels and offer erection service for aluminum home components, it was stated.

"One-Stop" aluminum centers will serve both lumber dealers and applicators. Where the firm's House of Ease program now recommends use of an average of 3,000 pounds of aluminum per house, amounting to a total of 600,000,000 pounds, in all, used in 1959, the latter figure, by 1965, is expected to increase to 1,275,000,000 pounds.

Southern Building Supplies:

Striving to serve these Associations which serve building supply dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. ALpine 2-3195. President: Paul H. Earle, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: Allan Berry. Tel. FR 5-8283. President: James O. Shannon, Jonesboro, Ark.

Building Material Merchants of Georgia — 351 Highway 41 South, Perry, Ga. Tel. GArfield 9-2472. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 3909 Monroe Rd., Charlotte 5, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: J. E. Divelbiss, Asheville, N. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125. Executive Secretary: L. Vincent Ogletree. Tel. GArden 2-3761. President: J. E. Griffin, Lake Wales, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: C. Price Berryman, Coffeyville, Kan.

Kentucky Retail Lumber Dealers Associaton — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: E. W. Chinn, Owensboro, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Executive Vice-President: John J. Crawford. Tel. DIckens 2-4080. President: F. C. (Jack) Terzia Jr., Monroe, La.

Lumbermen's Association of Texas — P. O. Box 5222, 25th and Lamar Blvd., Austin 31, Texas. Executive Vice-President: Gene Ebersole. Tel. GReenwood 2-1194. President: Arthur Temple Jr., Diboll, Texas.

Middle Atlantic Lumbermen's Association — 2 Penn Center Plaza, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 535 College Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: D. R. Burke, Ruleville, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. FEderal 8-3770. President: Paul V. DeVille, Canton, Ohio.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Frank Carey Jr., Oklahoma City, Okla.

Southwestern Lumbermen's Association — 513 City National Bank Building, Kansas City 6, Mo. Executive Vice-President: G. Kenneth Milliken. Tel. VIctor 2-2265. President: James H. Wiseman, Searcy, Ark.

Tennessee Building Material Association — 226 Capitol Boulevard Building, Nashville 3, Tenn. Secretary-Manager: Stan Owens. Tel.: ALpine 6-8102. President: John E. Smith, Jackson, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel.: EL 8-1749. President: Miss Carolyn B. Nettleton, Covington, Va.

West Virginia Lumber and Builders Supply Dealers Association — Box 230, Upshur Bldg., Buckhannon, W. Va. State Secretary: Sherman West. Tel. 1414. President: Owen L. Duncan, Huntington, W. Va.





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says **DON MORRISON**

Morrison Bros. Real Estate,
Omaha, Nebraska



"There's no doubt that home buyers want both beauty and durability. That's why we consider lath and plaster interiors such an important feature in our homes," says Don Morrison. "We reinforce ceilings with Keymesh and inside corners with Keycorner. Keymesh and Keycorner are two of the hidden, quality extras our home buyers expect from us. And, the sales advantage gained by adding this quality reinforcement more than outweighs its initial cost."

"We've found that Keymesh and Keycorner gives a better plaster job. Their open mesh assures a full bond with plaster and provides 50% greater resistance to cracking. Laboratory tests* show it and our on-the-job experience proves it."

"And our workmen like the fact that smooth, snag-free, easy-to-handle Keymesh and Keycorner won't tear hands or clothing. Keymesh always rolls out flat. And, pre-formed 4-foot lengths of Keycorner fit easily into place with no lost time or wasted effort," declares Mr. Morrison.

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INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

Industry Faces Decreasing Markets, SPA Officer Warns Conventioneers



This contingent of newly-elected SPA officers would appear to be taking over "leadership reins" at most critical time in history of Southern pine industry. They are (l to r), seated, A. T. Hunt, Ruston, La., first vice-president; Philip E. Frankfort, Franklin, Va., president; and W. Scott Shepherd, Lumberton, N. C., second vice-president; and standing, E. C. Gates, Fordyce, Ark., board chairman; M. L. Fleishel, Jacksonville, Fla., treasurer; and S. P. Deas, New Orleans, executive vice-president.

Southern pine industry faces possibility of an over-abundance of product and a corresponding decrease in markets if lumber manufacturers do not observe signposts and raise their merchandising sights.

That was the prediction of H. S. Mersereau of Crossett, Ark., vice-president in charge of trade promotion for the Southern Pine Assn., major program speaker at the association's 45th annual convention in New Orleans early last month.

Citing U. S. Forest Service reports about a 22 per cent greater growth in Southern pine sawtimber than drain, Mersereau directed attention to inroads of competitive materials on Southern pine markets, scored the industry's seeming apathy toward the fact, and proposed a stepped-up trade promotion program for the association.

Other notable speakers at the three-day SPA meeting included Julian H. Zimmerman, national commissioner for the Federal Housing Administration; and T. J. McHugh and Mortimer B. Doyle, president and executive vice-president, respectively, of the National Lumber Manufacturers Assn.

Essentially, emphasis was on research and development. Customer spokesmen told Southern pine manufacturers what they wanted to see in the way of new and improved wood products.

Zimmerman talked on the FHA program in general and discussed the nationwide FHA standard requiring use of grade-marked lumber.

NLMA's McHugh and Doyle spoke on aspects of the national wood promotion program, involving $1.3-million of wood merchandising activities each year.

New SPA officers elected for the coming year were Philip E. Frankfort, Franklin, Va., president; E. C. Gates, Fordyce, Ark., board chairman; A. T Hunt, Ruston, La., first vice-president; W. Scott Shepherd, Lumberton, N. C., second vice-president; H. S. Mersereau, Crossett, Ark., trade promotion vice-president; M. L. Fleishel, Jacksonville, Fla., treasurer; and S. P. Deas, New Orleans, executive vice-president.



Discussing moot point about lumber grade-marking during SPA convention are FHA Commissioner Julian H. Zimmerman, left, and SPA Board Chairman E. C. Gates.

SPIC Officially Opposes Federal Wage Regulation

The Southern Pine Industry Committee, an organization reportedly speaking on national legislation for the entire Southern pine-producing region, has officially opposed federal wage regulation.

At a meeting on April 4, SPIC adopted a resolution, which, while favoring the highest wages consistent with productivity and a high standard of living for workers, opposes principles of wage regulation through legislation. Basis of SPIC argument, it was said, is economical unsoundness of such action, inconsistent with American private enterprise system.

The body of the resolution contains an endorsement of the principle of high wages and opposition to the Wage and Hour law as a means of achieving them.

Atlantian Francis Sledge Dies

Francis Peterson Sledge, manufacturers' agent for specialty paint line, died recently in Birmingham, Alabama. A native of Greensboro, Ala., Sledge lived in Atlanta, Ga., for thirty years. He was a past-president of the Atlanta Paint Club.

IMPORTANT NEWS ABOUT DOUGLAS FIR FRAMING

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WESTERN PINE ASSOCIATION
YEON BUILDING, PORTLAND 4, OREGON

INDUSTRY NEWS

(Continued from page 10)



SURPRISE PARTY — Representatives for Desmond Bros. recently received unexpected trip to Las Vegas for special one-day sales meeting. Purpose of meeting was two-fold —Deft "magic circle" merchandiser was unveiled, and three months sales contest was announced. First prize in contest was 14-day all-expense trip to Hawaii for winner and his wife. Attending meeting were: (first row) Ad Larson, Jim Smith, Dewey Anderson, Frank Desmond, Charlie Baldwin, Leon Gough, Harold Mitchell, Ken Brown; (second row) Drew Gillies, Quentin Dearman, Mel Kirk, Gene Copeland; (third row) Cy Desmond, Bernie Ackerman, Larry Hass, Russel Taylor, Dan Beifuss, Bill Hoskins, Charles Lohner, Bill Pharris, Val Mason, Barney Doty, and Paul Johnson.

"SKY HIGH" MANUFACTURER — This Cessna Skylane has been acquired by Versa Products Co. of Lodi, Ohio, to maintain direct contact with its new Tifton, Ga., subsidiary. E. J. Kusel, president and Skylane pilot, claims that addition of plane will enable Versa to maintain quick communications between home plant and new Tifton subsidiary. In addition, skilled personnel may be rushed to far-flung points of distribution. Versa, subsidiary of Locke Mfg. Co., Lodi, Ohio, manufactures do-it-yourself iron railing and columns.



IMPROVED Insulaire SPUN WOOL NEW

BUILDS CUSTOMER CONFIDENCE

BRINGS REPEAT SALES

BOOSTS YOUR PROFIT

New Mineral Fiber Process



INSULAIRE more than meets the most rigid Federal specifications or any other that calls for a FIRST quality permanent mineral wool. Each bag or tube is FULLY guaranteed. SATISFACTION is a must when you handle INSULAIRE.

Standard sizes readily available

Odd sizes on request

24 HOUR TRUCKING DELIVERY IN MOST CASES

For complete information write or telephone today to

INDUSTRIAL PRODUCTS CO., INC.

MT. PLEASANT, TENNESSEE

PHONES — DR 9-3227 - 3228



SPUN WOOL

Homeowners are talking over



TW&J

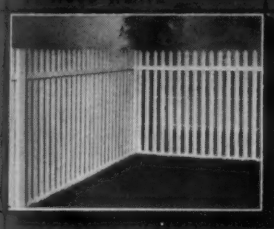
Readymade FENCE

Advertising to 925,000 families in Sunset and Popular Gardening magazines, colorful banners, literature and displays will attract Readymade customers. Be ready for them. Stock fast-selling Readymade Fence for extra profit.

4 STYLES



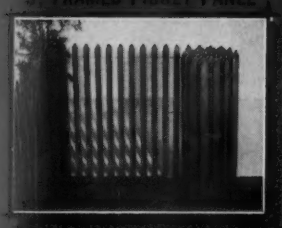
1. WOOD WEAVE



2. PICKET PANEL



3. FRAMED PICKET PANEL



4. 50' PICKET ROLL

Readymade interlocking Fence Panels... made of redwood...five heights... standard 8-ft. lengths...machine-made for uniformity...matching gates... grooved posts...same appearance on both sides...easiest of all to install.

For complete information and catalogues, write:

Fence Division
Tarter, Webster & Johnson, Inc.
P.O. Box 667
Newark, California

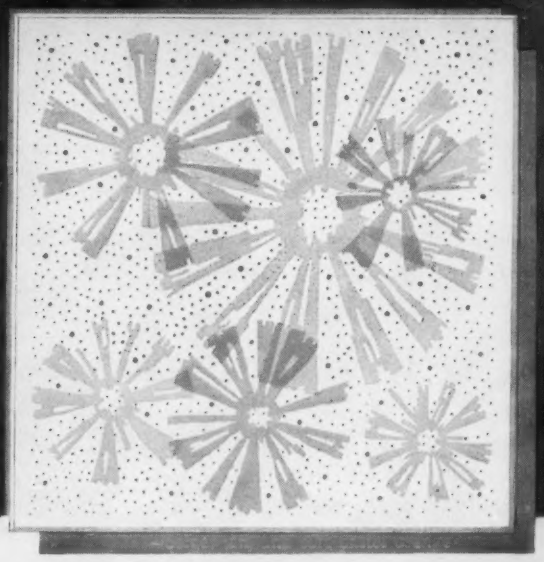
Some Distributorships are available.

Tarter, Webster & Johnson, Inc.

1960 is TW&J's 50th YEAR in the LUMBER BUSINESS

GENERAL OFFICES SAN FRANCISCO

Once in a blue moon . . .



TÁHITI—beige, tan, and soft pastel orange

ceilings as exciting as CENTENNIAL CUSHIONTONE

a completely new series of Armstrong ceilings

ARMSTRONG is celebrating its Centennial Year by introducing three graceful new ceilings combining color, acoustical efficiency, and contemporary design. They are called Centennial Cushiontone. They open up a brand-new market for you.

Their subtle colors and designs are in keeping with today's decorating trends . . . they are keyed to catch the eye and the fancy of your most important prospect—the lady of the house. Centennial Cushiontone gives you three new ceilings suitable for any room in her home but ***especially appropriate for those in which she alone makes the decorating decisions.***

Sales of decorator ceilings are ample evidence of increasing demand for color and design. Add the even more successful element of acoustical correction, and an unusually compelling appeal is created.

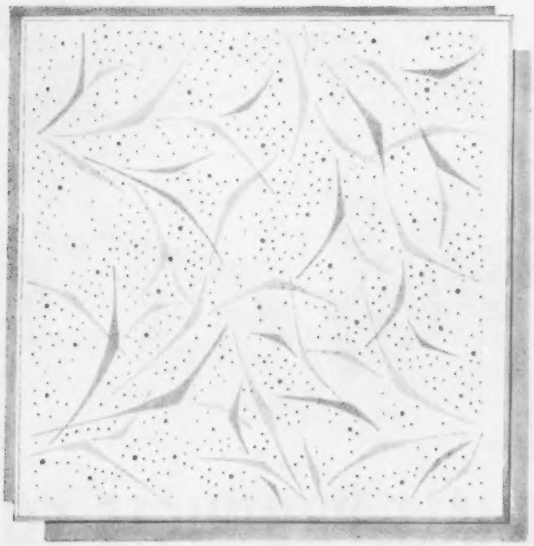
Centennial Cushiontone will center interest on ceilings in your showroom. Its addition to the Armstrong line gives you a unique ability to attract and satisfy a broader range of consumer tastes than ever before. And consumer preference tests tell us that Centennial Cushiontone will be among the best sellers you've ever had.

These will be among the most advertised ceilings you've ever had, too. Starting on June 8, your prospects will see Centennial Cushiontone on every Armstrong Circle Theatre through August. And they'll see it in full color in six national magazines all during the fall remodeling season.

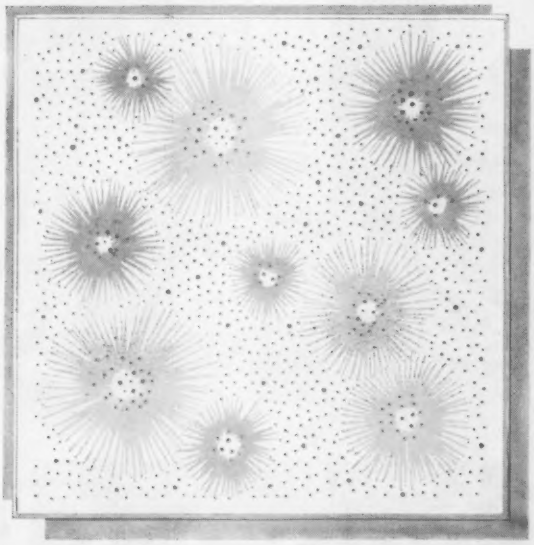
Don't be without it. Centennial Cushiontone is a once in a blue moon ceiling. And at the suggested retail price of 26¢, it's a once in a blue moon profit opportunity.

Armstrong CEILINGS

1860-1960 Beginning our second century of progress



AUTUMN LEAVES —yellow, moss green, and beige



RHAPSODY —soft hues of purple, violet, and gray



You, too, can make a BIGGER BUCK in 1960!

Sell GARDNER'S "Prepared-For-Profit" Line of ROOFING, FLOORING and WATERPROOFING COMPOUNDS

•

MORE Distributors sell *MORE* Dealers *MORE* GARDNER PRODUCTS than any other ROOFING COMPOUND LINE IN THE ENTIRE SOUTH! . . "Dealers MAKE MORE!" . . explains it best!

Write for our FREE BOOKLET "ALUMINUM ROOF COATING— How you can BRIGHTEN your sales . . . *Reflecting* BIGGER PROFITS *for you.*"

MANUFACTURED BY

Gardner ASPHALT PRODUCTS CO.

912 RUBY ST., TAMPA, FLORIDA

SUN STUDS, Inc.

of douglas county

sbs 5-6

p. o. box 789 • roseburg • oregon

orchard 3-4474 • twx • rs-48-u

packaged and loaded for mechanical unloading ■

wax end-sealed ■

every stud holds to grade ■

also crossarms ■

shop ■

clears ■

☐ Send free descriptive folders on mechanical unloading, "the Sun Studs story" and "why dry studs?"

☐ Send name of nearest Sun Studs wholesaler or commission man.

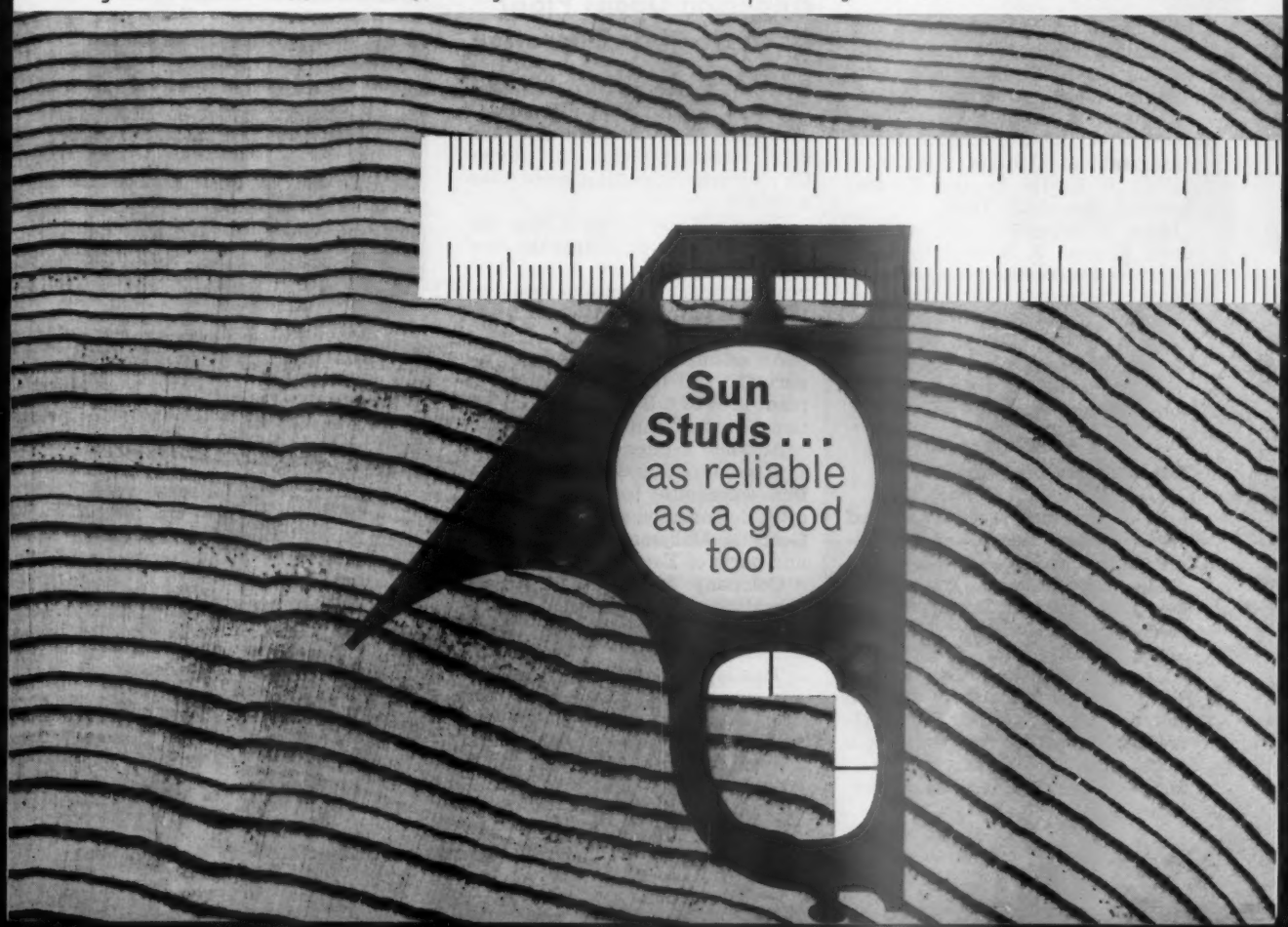
NAME.....

FIRM..... TITLE.....

ADDRESS.....

CITY..... ZONE..... STATE.....

Sun Studs are precision cut from old growth douglas county douglas fir ▪ known for its comparative freedom from warping ▪ cupping or twisting ▪ and all **Sun Studs** are kiln-dried ▪ giving additional protection against warp ▪ twist and shrinkage ▪ wax end sealed ▪ every piece salable ▪ sold by better dealers everywhere ▪ consistently the finest quality studs in the nation.



INDUSTRY NEWS

(Continued from page 12)



MYRON PEARSON, sales engineer for Quaker State Metals Co., will represent company in North and South Carolina, handling its complete line of metal building products. He will also be responsible for industrial sales of Quaker State aluminum sheet and coil.

●

Johnson To Address BMMG On Credit, Collection Aids

Latest information on credit and collection trends will comprise a talk by John W. Johnson, executive secretary, American Collectors Assn., at the 35th annual convention of the Building Material Merchants of Georgia, Inc., May 22-25, at Castle in the Clouds, Lookout Mountain, Tenn.

Also on program will be "Today's Homes: A Special Report," factual documentary report by news commentator John Cameron Swayse. Sponsored by Celotex Corp., film was made in behalf of lumber dealers and builders to help them compete for their share of consumer dollar.

TBMA Elects Directors

New directors recently elected during annual meeting of Tennessee Building Material Assn. included John Paty Jr., Paty Lumber Co., Bristol, Tenn.; Walter Durham, Durham Mfg. Co., Gallatin, Tenn.; Paul Conley Jr., Alamo Construction Co., Alamo, Tenn.; Eddie Peterson, McLean Lumber Co., McKenzie, Tenn.; Alfred Hathcock, J. Fred Hathcock & Sons, Nashville, Tenn.; and A. C. Jones, Jones Lumber Co., Memphis, Tenn.

IT MEETS ALL NEEDS

That *SBS* meets about all emergencies may be quickly assumed from story recently relayed to editors by most reliable source.

Source, Southern sales manager for leading camera manufacturer, recently found it necessary to drive to Atlanta from Corinth, Miss. Enroute, he found himself confronting lumber truck rear-end loaded with odd-size pieces, including extensive elongated 2x4's. Attached to one end was something red, almost suspicious — obviously no usual red handkerchief, said he.

On closer examination, as source roared past truck, red flag turned out to be nothing other than front cover of February *SBS* Product Parade issue.

Anderson Opens Plant As Assembly Operation

V. E. Anderson Mfg. Co. has opened a new 52,000 sq. ft aluminum extrusion and window and door assembly plant in Rome, Ga., reportedly costing more than $500,000.

President and General Manager V. E. Anderson Sr. terms the new plant as "major step in our five-year expansion program, designed to double our sales with multi-million-dollar increase."

An estimated 100 employees reportedly will be needed when the plant goes to full three-shift operations. Present employment is 35.

Another section of the 200' x 260' building is used as redistribution warehouse for complete line of V. E. Anderson products to serve Georgia, Alabama, east Tennessee, and parts of Eastern seaboard.

Company has previously been operating smaller plant and warehouse in Rome, producing jalousie windows.

This is said to be the first extrusion press to be installed by window, door, and store-front manufacturer. It will extrude aluminum shapes for this and other V. E. Anderson plants at Owensboro, Ky., and Bradenton, Fla.

DFPA Expands Staff, Adds Five Southerners For Field Promotion

Expansion of its field promotion staff has been announced by Douglas Fir Plywood Assn. of Tacoma, Wash. Fourteen new members — five in Southern areas — bring department's total to 74.

New Southern field men, with their assigned areas, include: J. Randall Hagewood, Nashville; Joseph E. Helton, Fort Worth; James J. Janssen, San Antonio; Paul W. Johanningsmeier, Louisville; and Joseph L. Owens, Richmond.



Hagewood



Helton



Janssen



Owens

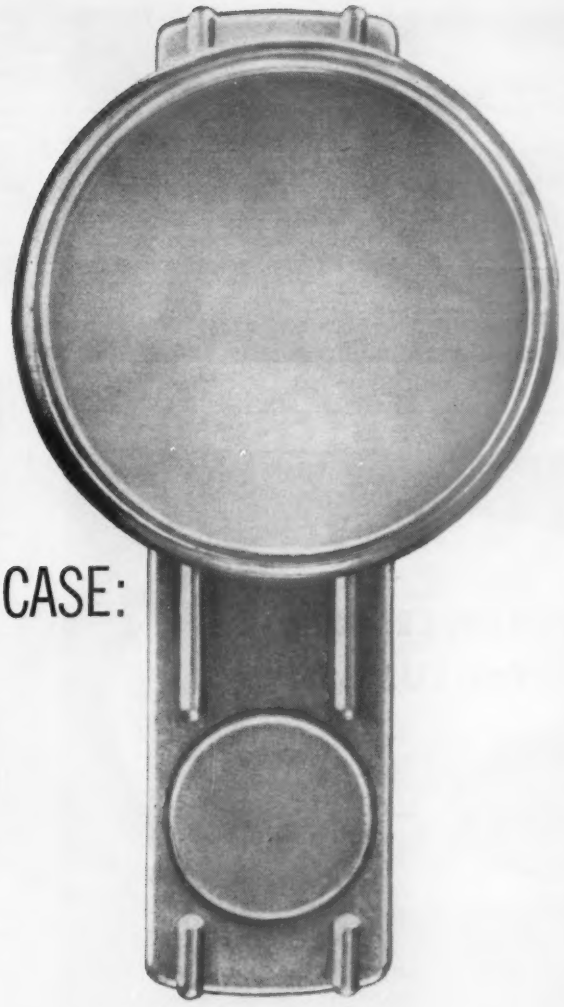
J. Randall Hagewood, an agricultural engineer with experience in architectural machinery and missile components designs, will be responsible for Nashville area, with regional headquarters in Atlanta, Ga.

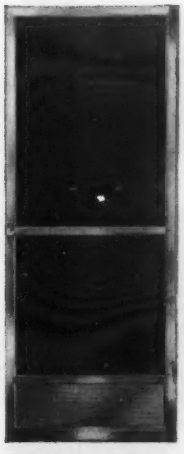
Civil engineer with eight years' experience in Saudi Arabia, Joseph E. Helton will be stationed in Fort Worth, an area in Dallas region.

James J. Janssen also has been added to Dallas regional staff, with headquarters in San Antonio. An architectural engineer, he gained his experience in Seadrift and Austin, Texas.

Holding a degree in forestry from Pennsylvania State University, Owens takes over the Richmond area, which is part of Washington, D. C., region.

OPEN OR SHUT CASE:





DIXIE is a better screen door . . . thanks to ALCOA Extrusions!

All-aluminum rugged durability is built into this sturdy screen door by Perfection Metals, Inc., Lilburn, Ga. It's the DIXIE DOOR . . . designed for southern homes with corrosion-resistant Alcoa® Aluminum Extrusions.

Fine mesh screening—genuine alclad—stops even the smallest insects. And a large (13″), rigid, embossed kick plate puts extra strength right where it's needed most for longer, trouble-free service. Extra strength is also provided by mitered stiles and rails . . . by rigid and durable extruded corner angles . . . by a heavy-duty extruded push bar.

Snug installation is assured by bottom and side expander bars that adjust a full inch, horizontally and vertically. Care-free aluminum hardware—closer, latch and all screws needed for installation—is included. And DIXIE DOORS range in size from 2′ x 6′8″ to 3′ x 7′!

Lightweight strength, style and long-lasting durability are "extras" that come with every DIXIE DOOR, thanks to Alcoa Aluminum. More than 70 years' experience in pioneering the development of better aluminum alloys and production techniques means Alcoa brings you better aluminum . . . and your customers get better products! Look for the Alcoa label on every DIXIE DOOR . . . your guide to the best in aluminum value!

ALCOA ALUMINUM
FOR A Care-free Home

STOCK SIZES FURNISHED UNLESS OTHERWISE SPECIFIED

Nominal Door Size	Width Min.	Width Max.	Height Min.	Height Max.
2′ 6″ x 6′ 8″	29¾″	30¾″	80¼″*	81¼″
2′ 8″ x 6′ 8″	31¾″	32¾″		
3′ 0″ x 6′ 8″	35¾″	36¾″		
2′ 6″ x 7′ 0″	29¾″	30¾″	84¼″	85¼″
2′ 8″ x 7′ 0″	31¾″	32¾″		
3′ 0″ x 7′ 0″	35¾″	36¾″		

*Will fit openings ¼″ smaller without bottom expanders.

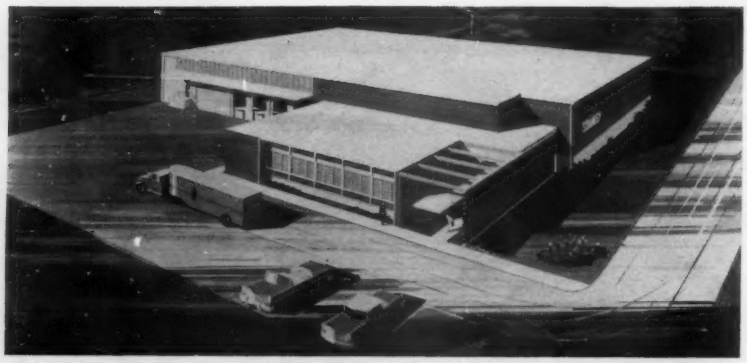
Aluminum Company of America
1615 Peachtree Street, Atlanta 9, Ga.

Please send me information on DIXIE DOORS.

Name_____

Address_____

City_____ Zone____ State____



OFFICE—WAREHOUSE — New office and warehouse recently completed for Stanley Works in Atlanta, Ga., is fifth structure built under corporate warehousing program begun in 1957. Building will house regional sales and warehouse operations of Stanley Hardware, Stanley Steel Strapping, and Stanley Electric Tools divisions, plus regional sales offices only for Stanley-Judd drapery hardware division. One-story structure of brick, steel and concrete is located on two-acre tract. Modern receiving and shipping facilities are provided for both truck and rail, warehouse being served by Southern Railroad.

INSURANCE SERVICE for LUMBERMEN



• It's wise to buy your insurance from people who *understand* the lumber business.

Your specialized knowledge of the lumber business helps you plan a successful merchandising program. This same high degree of specialized knowledge and experience enables Indiana Lumbermens to assure you adequate insurance coverage, tailored to meet your individual needs.

There's an Indiana Lumbermens Special Representative as near as your phone.



For quick, personal service, call—

J. C. MALLOY
115 Wildwood Terrace, Jackson 4, Miss.
DRake 2-4312

WALTER R. SCOTT, JR.
P. O. Box 4466, Alexandria, Louisiana, Hillcrest 3-0301

J. S. PIERCE
2357 Circle Ave., Memphis 12, Tenn.
GLendale 2-4019

INDIANA LUMBERMENS
MUTUAL Insurance Company



G. D. MORRIS has been named assistant sales manager of Albritton Engineering Corp. of Bryan, Tex., manufacturers of residential and commercial aluminum windows. Morris has been active in aluminum window industry for 14 years, participating in all phases — residential, commercial, engineering, production, plant management, and sales promotion.



STAR SALESMEN — Reynolds Aluminum Supply Co. has presented its annual Star Salesmen Awards to three Warehouse Division salesmen. They are (l to r, standing): Dave Luton, second in profit production; Joe Hogan, first in gross sales and profit production; and Joe Blair, second in gross sales. Seated are Paul H. Fox, president of firm, and Rae E. Hasselbring, general manager of Warehouse Division.



Boost farm fence sales with this new USS American promotion

Here's a straight-to-the-point promotion designed to increase your sales of USS American farm fence. No gimmicks or elaborate displays. It's built around an offer of unshakeable honesty—our guarantee. Here's the plan. Consumer ads in leading farm publications will alert farmers to look for the guarantee tag on every roll of USS American fence. It's their assurance from U.S. Steel that the American fence they buy must be free from manufacturing defects or it will be replaced. In addition, you may order free giant guarantee tags that can be used as a window display, or attached to your own display of fence. There will also be free counter cards carrying out the same guarantee theme. Display these merchandising aids prominently for bigger American Farm Fence sales. Order yours now . . . use the handy coupon below. General offices: Fairfield, Ala.

USS and American are registered trademarks

Advertising Department, Tennessee Coal & Iron Division
P.O. Box 599, Fairfield, Alabama

Please send me free guarantee tags and counter cards so I can tie in with U.S. Steel's Farm Fence Guarantee promotion.

Name_____

Store address_____

City_____ Zone_____ State_____

Tennessee Coal & Iron Division of United States Steel

USS


LOF GLASS
Quality WINDOW GLASS

Why I specify L·O·F Window Glass...

won't accept anything else!

by Edward Saferin, Owner,
Fulton Plaza Hardware, Cleveland, Ohio

"When I find the right product, I stick with it. I've been sticking with L·O·F Window Glass for 19 years.

"The reasons are simple. It cuts so well. It's less brittle. There are no hard spots that cause a cutter to skip. It snaps clean at the score. That saves waste, protects my profit."

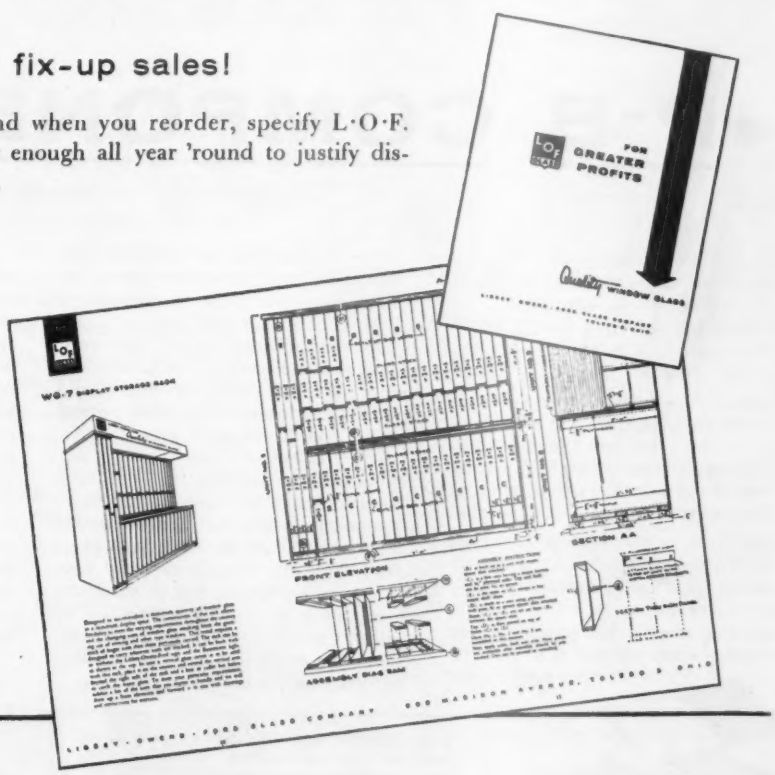
Edward Saferin has his glass storage and cutting bin in plain sight on his selling floor. "It's handy and draws business. No sense hiding a good profit maker in a back room," he says.

Get ready now for fix-up sales!

Check your stock now... and when you reorder, specify L·O·F. Window glass sales are steady enough all year 'round to justify displaying it on your main floor.

FREE BOOKLET

Has plans for building several other display storage racks. Lists L·O·F quality window glass sales aids to help you get more business. Order booklet, "For Greater Profits", from your L·O·F Glass Distributor (listed under "Glass" in the Yellow Pages) or write to Libbey·Owens·Ford Glass Co., 811 Madison Ave., Toledo 3, O.



L·O·F GLASS

LIBBEY·OWENS·FORD WINDOW GLASS

The glass that cuts easier, snaps clean

TOLEDO 3, OHIO

Four questions–

ONE ANSWER

1. *Do you want the housing business in your area?*
2. *Do you want to increase your present profits 25%?*
3. *Do you want to help your builders solve their skilled labor shortage?*
4. *Do you want to be the home building center of your community?*

P-B COMPONENTS

Homasote Company knows that the retail lumber dealer's answer is YES—to all four of these questions. And Homasote has the other answer ready . . . the **know-how** to achieve what the questions promise.

There are 24 years of **know-how** tied up in the package known as *P-B Components.* (No other firm can offer comparable experience in this field.) Here is a merchandising plan tailor-made for the prosperity of the retail lumber dealer.

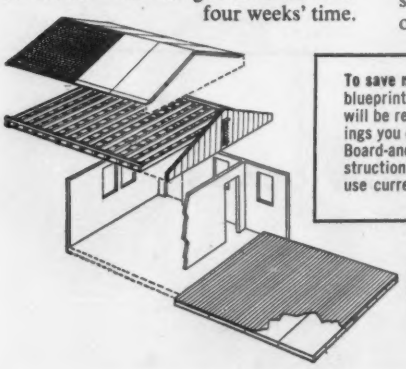
P-B Components are all custom-built —to fit any plan the builder, architect or owner requires. The owner does not need to buy a stock model, in order to save some money. He gets the house he wants — and he gets it in three to four weeks' time.

P-B Components are built by your materials distributor—with great economies due: (1) to the elimination of many unnecessary handling costs and (2) to his far larger volume discounts. You sell these components (and many other items you carry) to builders and home owners and make your normal profit. You do not stock these parts—they are delivered direct from the distributor to the building site. You have no investment to make in expensive equipment — and you add no skilled labor or supervision costs to your overhead. You can actually *decrease* your inventory by not having to stock the materials in the P-B Components. The price at which you sell to the builder saves him at least 15% —plus 23 days of building time per house.

The home owner gets top-quality construction, with standard materials throughout. P-B floor components, in sections of approximately 100 sq. ft., include joists, headers, insulated underflooring and factory-finished hardwood flooring. The exterior wall components have either the sheathing and/or exterior finish applied and the finest of all drywall (Homasote) on the interior. The interior partition components come with the same drywall on both sides. Wall components are generally *room size or longer.* Ceiling components combine joists, strapping and Homasote ceiling panels. Roof components are made up of rafters, ridge, eave and insulated sheathing.

Furthermore, we have a pricing book which will enable you to arrive at the cost of P-B Components for almost any home in 30 minutes!

This book is available, without charge, to dealers who want to sell P-B Components. Write us for complete details and the name of your nearest P-B Components distributor. Please mention Department E-25.



To save money in conventional building—send us your blueprints for a **free** Cost-Reduction Analysis. They will be returned with an engineering report on the savings you can make with Homasote Materials. Homasote Board-and-Batten and Grooved Vertical Siding construction are lower in cost than anything else you can use currently for exterior walls.

PRECISION-BUILT House Components

HOMASOTE COMPANY

Trenton 3, New Jersey

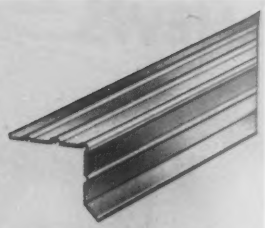
Homasote of Canada, Ltd., 224 Merton Street, Toronto 7, Ontario



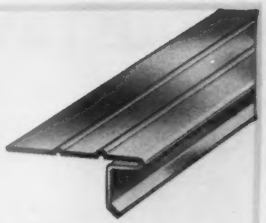
SHINGLE LOCK RUNNER



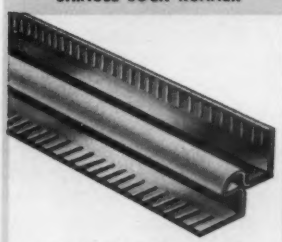
OVERLAPPING OUTSIDE CORNERS



IMPROVED DRIP EDGE



OVERHANGING DRIP EDGE



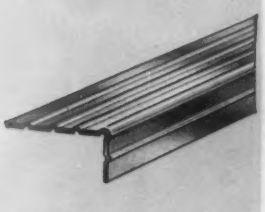
INSIDE CORNER FASTENERS

Which of our 49 building shapes will **your** next customer ask for?

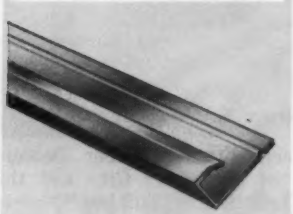
No builder ever needs all 49 of our building shapes for any job. Yet most of your customers need *some* of them for nearly every job.

So, unless you're an expert at second-guessing your customers, it will pay you to stock all the shapes popular in your area. If you have what they want—when they want it—they'll keep coming back to you for *all* their metal building products.

Write today for complete information.



STANDARD ROOF EDGE



DOOR AND WINDOW TRIM

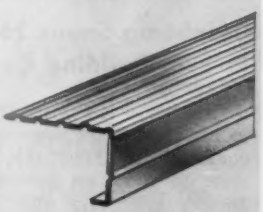


IMPROVED GRAVEL STOP



BULL NOSE OUTSIDE CORNERS

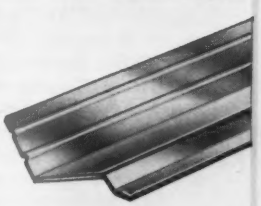




CHANNEL ROOF EDGE



DOOR AND WINDOW TRIM



DRIP CAPS





QUAKER STATE METALS COMPANY
LANCASTER, PA.
A Divison of HOWE SOUND COMPANY

QUAKER STATE METALS COMPANY, Box V-1167
LANCASTER, PENNA.

Gentlemen: Please send me the profit story on your complete line of building shapes, both aluminum and galvanized. Also, send folder telling me about the rest of your line of metal building products.

Name_____

Firm Name_____

Address_____

City_____ Zone____ State_____

I am a ☐ Dealer ☐ Distributor

For more details on above items, use Coupon on Page 85

INDUSTRY NEWS

(Continued from page 20)



OLA ACCOMPLISHMENT AWARD — Oklahoma Lumbermen's Assn. has been presented an award of accomplishment for promoting community improvement and encouraging new industry, as result of its Clean-Up, Fix-Up program. Frank Carey Jr., left, OLA president, receives award from Max Genet Jr., right, director of Oklahoma's Dept. of Commerce and Industry. Looking on is W. M. "Bill" Morgan, center, OLA secretary-manager.

Oklahoma Shows 26% Gain In Feb. Building Contracts

Oklahoma led four other Southern states in future construction contracts in February, the only state to show an increase with a 26 per cent rise over February, 1959. Report was made by F. W. Dodge Corp.

Texas showed the greatest decrease in February, dropping 22 per cent. Other states falling below the level were Kansas, down 20%; Delaware, 7%; and Georgia, 4%. District of Columbia likewise fell 5 per cent from last year's average.

Binswanger Expands Branch Facilities in Little Rock

Binswanger Glass Co. has expanded quarters of its Little Rock, Ark., branch. Newest facility has 24,000 sq. ft. of floor space, including office area, affording employment for 32 people.

Binswanger will have room at new location to add several new products and services. Larger inventory, made possible by additional space, will include bigger stock of flat glass, all types of automobile glass manufactured by Libbey-Owens-Ford, and complete stock of metal windows and sliding doors.

Plant also equipped with modern mirror manufacturing facilities. Among other specialty fields entered by company are sale and erection of glass curtain walls.

National Gypsum Expands; Purchases West Coast Firm

National Gypsum Co., long one of the major building materials manufacturers east of the Rockies, is expanding onto the West Coast.

Melvin H. Baker, chairman, said company's board of directors recently approved contract for acquisition of Union Gypsum Co. of Phoenix, Ariz. Union markets gypsum products in California, New Mexico, Texas, and Arizona. Baker said contract calls for National Gypsum to exchange shares of its common stock for all shares of Union outstanding.

Union plant produces gypsum wallboard, lath and plaster, employing about 125 persons.

Mountain Groups Combine

Intermountain Lumber Dealers Assn. of Salt Lake City and the Mountain States Lumber Dealers Assn. of Denver recently consolidated. Name will now be Mountain States Lumber Dealers Assn. and offices will be located in both cities, with Chet Nortz as executive secretary. Membership will be approximately 500 dealers and comprise states of Utah, Wyoming, Colorado, New Mexico, southern Idaho, and eastern Nevada.

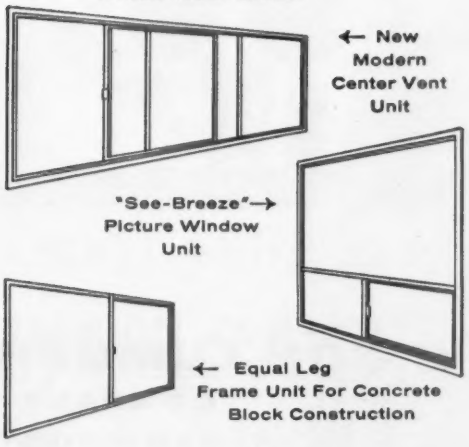


PRE-ASSEMBLED DOOR UNITS — Southern Sash & Door Co., Greenville, S. C., recently began manufacture of Ready Hung doors, new door-and-frame packaged unit. Southern Sash is 32nd plant franchised in United States to make these doors. All types, including interior hinged doors, track-type bi-folding doors, new trackless type of bi-folding doors, and bypassing doors, will be manufactured. Inspecting one of the units above is Ed L. Guerrant, left, president of Ready Hung Door Corp.; and local Southern Sash officials, Miss Eunice Gillespie, secretary; Charles E. Hughes, secretary-treasurer; and Ike C. Howell, general sales manager.



TRUSCON'S *New Full Line of Aluminum* ECONOMY *Sliding Windows*

Be Sure to See These New Units:



SERIES 700

Here are the windows designed especially for today's home building market. Truscon Quality... Low Cost... Exciting New Designs... Full Perimeter Weatherstripping... Complete Range of Sizes... AWMA Quality Approved.

You'll be proud to *show* and *sell* these new Truscon Aluminum Horizontal Sliding Windows, Series 700. They are rugged but graceful. Glide easily, nylon on stainless steel channel, weather wonderfully. Sash slips out for easy washing from the inside. Never need painting. Immediate delivery from Truscon warehouse stocks.

Call your Truscon representative and get the details direct. Or, send coupon below.

REPUBLIC STEEL
TRUSCON DIVISION
Youngstown 1, Ohio
NAMES YOU CAN BUILD ON

REPUBLIC STEEL CORPORATION
TRUSCON DIVISION • DEPT. C-9142-A
1050 ALBERT STREET • YOUNGSTOWN 1, OHIO

Please send more information on the Truscon Aluminum Horizontal Sliding Windows, Series 700.

Particularly interested in the _____ unit.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone ____ State _____

For more details on above items, use Coupon on Page 85

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TREE FARMERS & MANUFACTURERS

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Lion Asphalt R. D. Primer
Lion Cold Process Lap Cement
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Lion Coating No. 3

Member: The Asphalt Institute, College Park, Md.

MAIL THIS COUPON TODAY

Asphalt Sales Section
Lion Oil Company
El Dorado, Arkansas

Tell me how I can make more money selling Lion Asphalt Roofing Products.

NAME.....

ADDRESS.....

CITY.....

STATE.....

For more details on above items, use Coupon on Page 85

Sell this popular new profit idea...

Andersen Casement Bow Window



Andersen Casement Bow Windows . . . new "trademark" of elegance in fine homes . . . wonderful, new money-making idea!

Let Andersen help you cash in *now* on the growing popularity of casement bow windows. Plucked from out of the past for today's fine living, casement bow windows contribute to the elegant heritage of Colonial architecture . . . the warmth and color of fine wood windows.

Backing the promotion of the Andersen Casement Bow Window is spectacular 4-color advertising in America's best known home magazines.

You sell the new Andersen Casement Bow as a complete, quality package: Ready-to-install, completely assembled by your Andersen distributor.

Why Andersen Windows are easy to sell

- ☆ America's best known quality window for over half a century.
- ☆ Leading national consumer advertiser.
- ☆ Consistent advertiser to builders and architects for over 20 years.
- ☆ Complete sales building aids—sales training services.
- ☆ Preferred nationally over any other window 9 to 1.

Quickly available from the complete stocks of these distributors:

AW

ALABAMA
Birmingham Sash & Door Co., Birmingham

FLORIDA
Huttig Sash & Door Co., Jacksonville

GEORGIA
Huttig Sash & Door Co., Atlanta

KANSAS
Rock Island Wholesale Co., Wichita
Rounds & Porter Co., Wichita, Dodge City and Salina

KENTUCKY
Huttig Sash & Door Co., Louisville
Weyerhaeuser Distributing Yard, Louisville

MISSOURI
American Sash & Door Co., Kansas City
Toombs & Co., Springfield

NORTH CAROLINA
Huttig Sash & Door Co., Charlotte

OKLAHOMA
Rounds & Porter Co., Oklahoma City
General Sash & Door Co., Tulsa

TENNESSEE
Huttig Sash & Door Co., Knoxville and Nashville
Memphis Sash & Door Co., Memphis



TEXAS
Huttig Sash & Door Co., Dallas
Houston Sash & Door Co., Houston
Davidson Sash & Door Co., Austin

VIRGINIA
Morgan Millwork Co., Arlington
Huttig Sash & Door Co., Roanoke

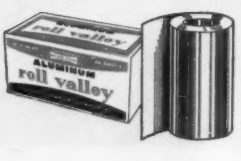
Andersen Windowalls
®TRADEMARKS OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT • MINNESOTA

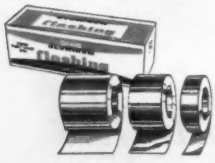


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RUSTPROOF — *will never cause unsightly stains or streaks*

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Let Smith's Colors Brighten Your Business

● HIGH PROFIT ● FAST TURNOVER

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BUY DIRECT FROM THE LEADER
OF THE FIELD FOR OVER 40 YEARS

Write Today For Full Particulars

WE PAY THE FREIGHT—ORDERS SHIPPED THE SAME DAY RECEIVED

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Maple Park, Illinois ● Telephone Maple Park 7-3221
Established 1920

We Are Color Manufacturers—Not Merely Blenders

YOU CAN GET IT AT WILLAMETTE

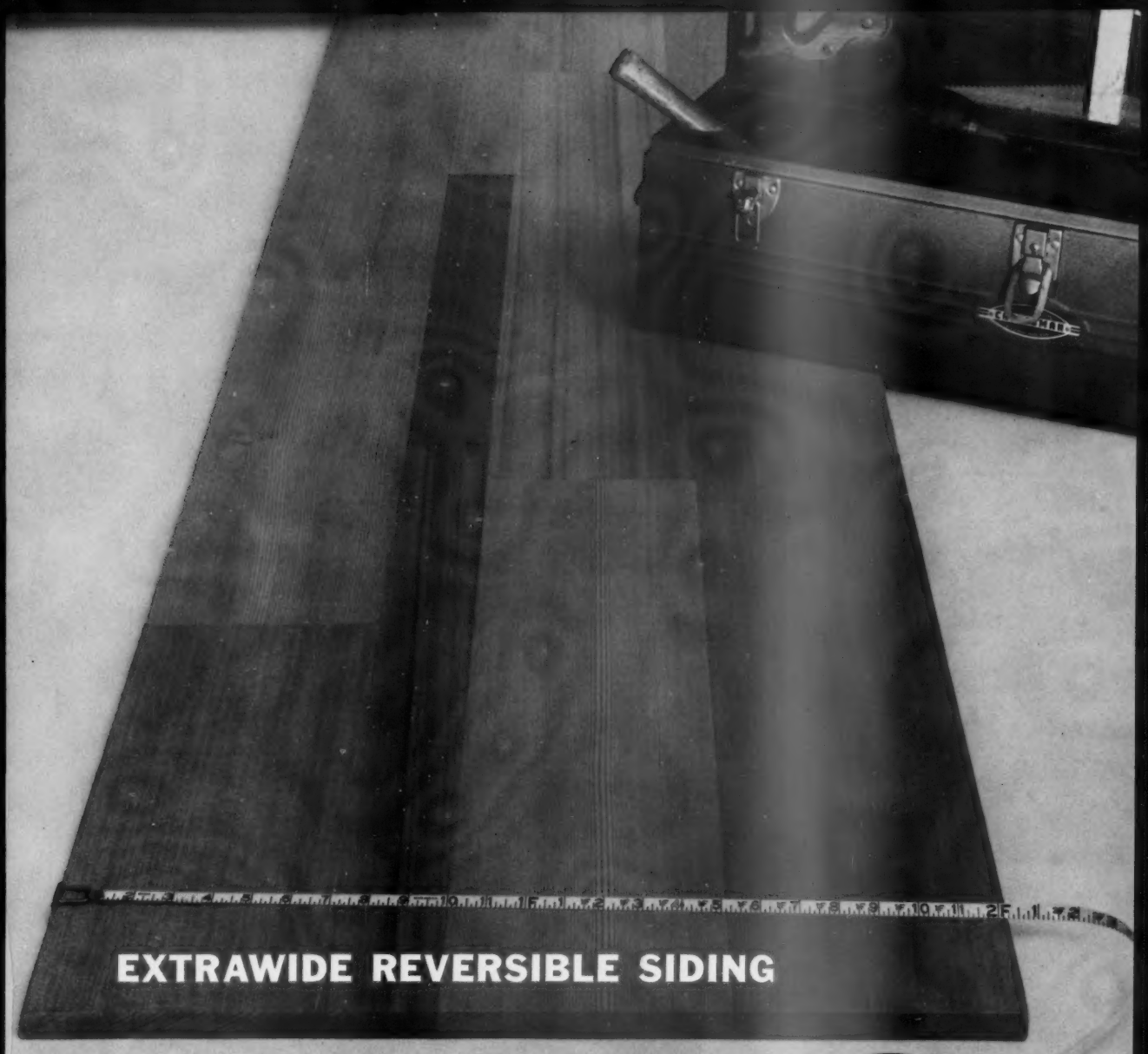
HI-HEMLOCK®
TIMBERS
also
End-Matched Factory Flooring
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Lumber for any building need



Order the big stuff from Willamette for straight or mixed car shipment. Hi-Hemlock timber has long fibers and straight grain, is excellent for rugged construction and lasting stability. Timbers available in standard and specified sizes. Whatever your lumber need you can always get it at Willamette.

WILLAMETTE VALLEY LUMBER CO.
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another new way to sales with Georgia-Pacific

REDWOOD

Certified Kiln Dried

• Here is all the superior durability of premium Georgia-Pacific Redwood at the lowest cost of any equivalent grade of Redwood siding.

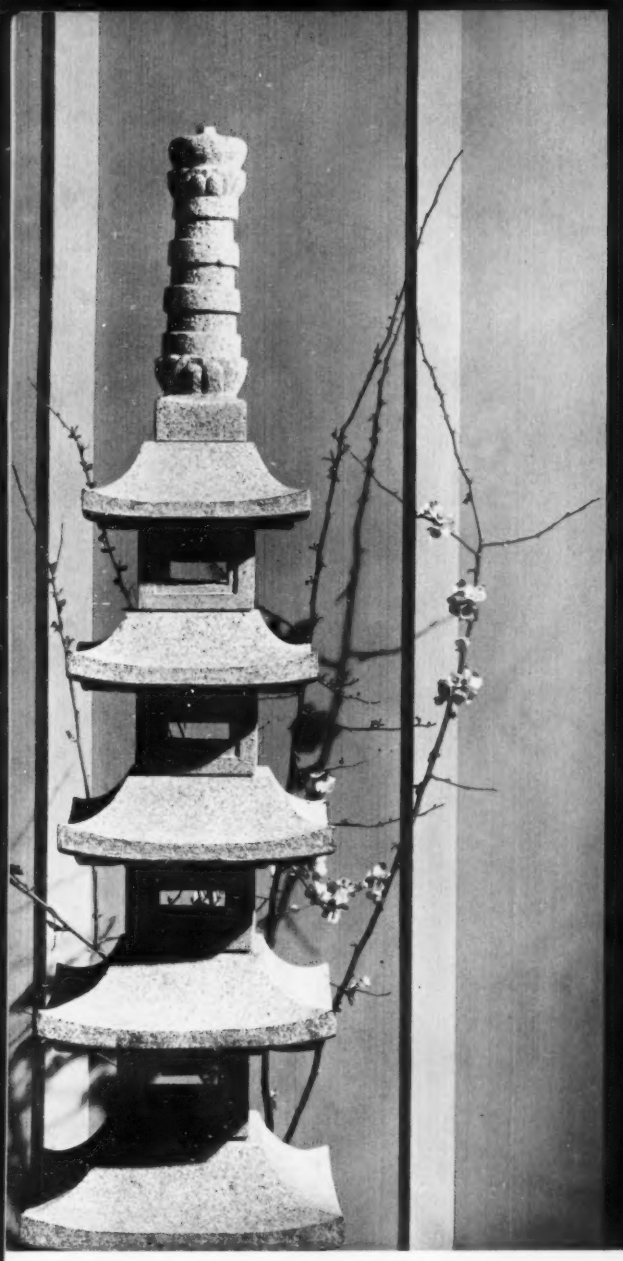
• Available in widths from 10″ to extra-wide 24″ and can be ordered in any lengths to exact specification.

• Smooth-surfaced on one side, textured coarse-sanded on the other. Use either way.

G-P Extrawide Reversible Siding is another of the many ways Georgia-Pacific—the world's largest producer of top Redwood grades—helps you build your sales and profits.

GP

GEORGIA-PACIFIC





G-P EXTRAWIDE REVERSIBLE SIDING

Produced to give you quality at low cost

G-P Extrawide supplies the superb qualities of high grade Redwood exterior siding—resistance to rot, insects, fire; high insulation value; outstanding ability to take and hold paint and stain—yet it saves up to $37 per M feet in material costs over any comparable



grade Redwood siding. And for economy of installation, G-P makes it in labor-saving widths from 10″ to full 24″.

To produce Extrawide, G-P selects small, top-grade Redwood pieces and electronically glues them into large panels with a permanent, exterior glue. One side is then smooth-surfaced, the other is textured coarse-sanded. Available in ¾″ thickness, in Clear, All-Heart or A-Grade, vertical grain. Matching battens, 3″ wide.

G-P FACTORY-SEALED REDWOOD SIDING

Cuts on-site cost up to $40 per M feet!

G-P factory-sealing costs a bit more to buy, saves a *lot* more on the job! G-P sealing is actually a colorless prime coat suitable for use with paint or stain. It provides a superior adherent base that allows paint and stain to flow on faster, go farther, cover



better and last longer. Thus it offers long-range economy as well as immediate savings.

G-P immersion sealing gives Redwood an all-surface coat that brings out natural tones and grain patterns; protects from water stain, soil, marring and superficial black stain; inhibits mold and prevents moisture absorption from the back. Delivered in plasticized, moisture- and dust-proof packages.

among the advanced products and money-saving



GEORGIA-PACIFIC REDWOOD PANELING

Factory-packaged to prevent damage loss

The handsome shadings and attractive grain patterns typical of Redwood are even more beautiful in Georgia-Pacific Redwood Paneling. G-P controls its own vast forests, cuts trees in Humboldt County, California, where soil and climate give the wood exceptionally warm, rich, red tones, make it the most prized of the nation's Redwood.



All G-P pattern, paneling and finish lumber is packaged in heat-sealed, plasticized paper to reach installation site free of dust, scuffs, and moisture stain and to prevent damage both in storage and during on-the-job handling. Georgia-Pacific packaged, mill-fresh Redwood Panels assure a more beautiful final installation!

G-P REDWOOD EXTERIOR FINISH

New way to even more durable beauty

Superior in both appearance and durability to any Redwood finish previously known—G-P Redwood Finish! It locks in and heightens Redwood's unique color tones without obscuring wood grain and texture. It protects against mold, mildew, fungus. It contains a barrier against ultra-violet rays for resistance to discoloration of the wood after prolonged exposure to sunlight. And this finish, for exteriors and interiors, flows on smoothly, easily, may be applied to create varying degrees of gloss.



Another of G-P's better products, processes and packaging designed to build your business, cut your costs, increase your profits!

methods continually offered by GEORGIA-PACIFIC



G-P PLYWOOD — any grade available within hours

The Georgia-Pacific distribution center near you is prepared to fill your rush orders *right now* from stock quantities of every grade of plywood in every standard size and thickness. G-P delivers consistently top quality plywood because it controls its own vast forests, cuts timber for specific grades. And G-P guarantees you mill-fresh stock—inside loaded at production point and stored indoors at local distribution centers.

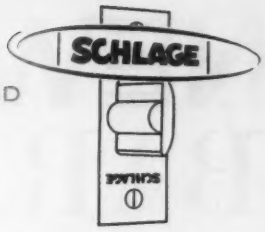
WORLD'S LARGEST PRODUCER OF PLYWOOD

For complete information on G-P Plywood, Redwood and other products, call your nearest G-P distribution center, or write to Georgia-Pacific, Dept. No. SBS560, Equitable Building, Portland, Oregon.

Manufacturers of one of the nation's largest integrated lines of forest products. Hardwood and Fir Plywood, Plywood Specialties, Hardboard, Redwood Products, Lumber, Pulp, Paper and Containerboard, Chemicals.

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AMERICA'S MOST DISTINGUISHED LOCK BRAND



Why does a Schlage Dealer do better for himself and for his customers?

It's clear and simple. Schlage offers:

More in a complete line;
More in feature "firsts";
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We like it this way—*plan* it this way. We hope not to be stuffy about it but...inherent in all our operations are the highest quality and service requirements.

Now let's talk *price* and *range*.

Schlage meets competition in all fields on initial cost. Installation time is certainly no greater, often less. And call backs are practically non-existent. We build locks to be *trouble-free*.

With the full range of Schlage products

- Famous Schlage cylindrical locks
- Peabody custom hardware
- California economy locks

—you're equipped to satisfy any builder, architect or home buyer.

Schlage integrity—originality—versatility . . . have through three decades made our name *the one to tie to*. How can a Dealer do better?

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NEW! EXCLUSIVE!
BARRETT BAR-FIRE†
ASPHALT SHINGLES



The only 300# asphalt shingle with

Here's the best shingle ever made—and a big sales opportunity for you! The new Barrett Bar-Fire†. Sell it when your roofer customers want the very best—because it *is* the best. Here's why:

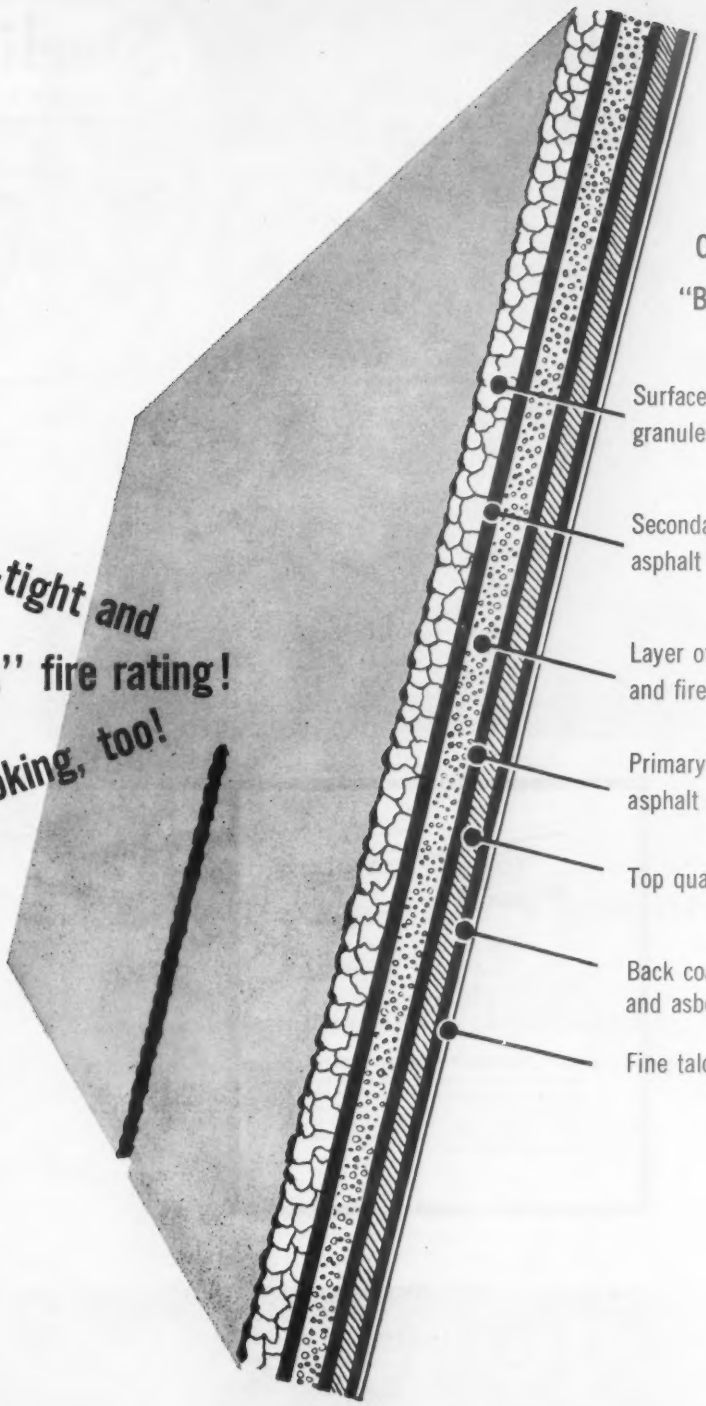
- 300# shingle carrying Underwriters' "Class A" label. Top fire protection through fire-barrier layer of granules and vermiculite; long asbestos fibers stop flame spreading.
- Giant mineral granules produce an appearance that's genuinely distinctive. Rich, massive, lustrous.
- 18" tabs, instead of the conventional 12", give "Bar-Fire" roofed homes that long, low appearance—fewer vertical lines!
- Multi-layer construction, plus extra weight, spell super weather-worthiness, long-life, extra fire protection!
- Handsome and popular colors: Snow White, Pastel Green, Pastel Gray, Slate Tone!
- "Bar-Fire" is a truly prestige shingle. And it's backed by the prestige of the Barrett name—known to you and your roofer customers as the greatest in roofing. For samples and full information, call your Barrett representative or contact us direct.

BARRETT IS OUT TO HELP YOU!... Increase your sales to the roofing trade and home owners with an impressive line of building materials—finest in the field. Take advantage of buying your building products from Barrett—a single source with an unequalled reputation for quality.

• STORM-KING® SELF-SEALING AND OTHER ASPHALT SHINGLES • PITCH AND FELT & ASPHALT BUILT-UP ROOFING • FLASHINGS • ROLL ROOFINGS • FIBERBOARD AND GYPSUM PRODUCTS • INSULATION • PROTECTIVE COATINGS AND CEMENTS.

†Trade Mark Allied Chemical Corporation

Barrett®



CROSS-SECTION OF "BAR-FIRE" SHINGLE

Surface layer of giant mineral granules, three times usual size.

Secondary coating of asphalt and asbestos fibre.

Layer of granules and fire-blocking vermiculite.

Primary coating of asphalt and asbestos fibre.

Top quality asphalt-saturated felt.

Back coating of asphalt and asbestos fibre.

Fine talc surfacing.

Weather-tight and "Class A" fire rating! good looking, too!

DISTRICT SALES OFFICES: BIRMINGHAM 14, Ala.-1327 Erie St.; CHARLOTTE 1, N.C.-1125 East Morehead St.; CHICAGO 54, Ill.-Merchandise Mart; CLEVELAND 15, Ohio-3121 Euclid Ave.; HOUSTON 11, Texas-323 South 67th St.; MALDEN 48, Mass.-378 Commercial St.; NEW YORK 16, N.Y.-261 Madison Ave.; PHILADELPHIA 46, Pa.-36th & Grays Ferry Ave.; ST. PAUL, Minn.-764 Vandalia St.

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Allied Chemical

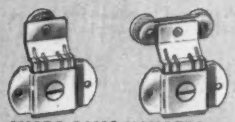
For more details on above items, use Coupon on Page 85

When You're Figuring on Sliding Doors . . .

TOP QUALITY, DESIGN AND PRICE *come with*

Sterling HARDWARE

400 SERIES
LOW COST



MICRO-CAM® HANGERS
with single or twin, ¾" nylon wheels and oiled for life bronze bearings. Low cost installation. Simple adjustment.



ALUMINUM NON-FASCIA TRACK
requires only 1⅛" headroom. Heat treated for greater strength. Doors can be hung with hangers attached.



ALUMINUM FASCIA TRACK
Built in fascia conceals track. Low headroom. Heat treated. Doors can be hung with hangers attached.

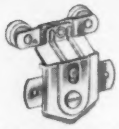


FLANGE MOUNTED TRACK
permits installation in same rough opening height as hinged doors. Eliminates fascia strip and cutting of doors. Aluminum. Good for pre-hung units.

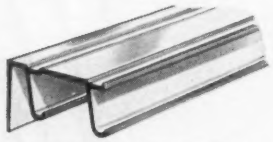


STEEL DOOR GUIDE
with nylon inserts. Fastens with only 2 screws, adjustable for alignment. Low Cost.

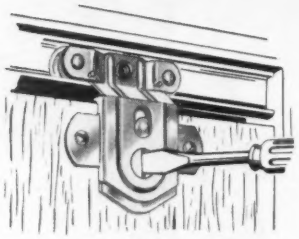
600 SERIES
DE LUXE



MICRO-CAM® HANGERS
with twin ¾" nylon wheels and oiled for life bronze bearings. Pivoting cross arms equalize bearing load. The original low headroom hangers. Simple installation. Finest and easiest adjustment to plumb and align doors.



ALUMINUM FASCIA TRACK
requires only one inch headroom. Etched and anodized for longer wearing finish. Fascia easily painted. Heat treated for added strength. Doors can be hung with hangers attached and will not jump track.



MICRO-CAM® HANGERS
Newest idea in hangers to provide the easiest adjustment possible when plumbing or leveling doors. Simply loosen fastening screws and turn nylon cam with a screwdriver for a smooth, precise adjustment.

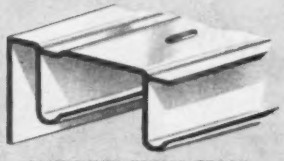
700 SERIES
CUSTOM



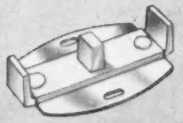
MIC RO-CAM® HANGERS
with big one inch nylon wheels to assure the smoothest, quietest sliding doors. Oiled-for-life bronze bearings. Pivoting cross arm equalizes load on twin wheels. Simple installation—only two screws required. Fastest adjustment possible.



ALUMINUM NON-FASCIA TRACK
Husky, heat treated double track. Ideal for apartment buildings or commercial installations.



ALUMINUM FASCIA TRACK
Heat treated for extra strength. Doors can be hung or removed easily with hangers attached. Requires 1½" headroom for larger wheels and assures the finest, quality door operation.



BRONZED STEEL DOOR GUIDE
for use with all three series. Nylon guide inserts permanently secured to heavy steel plate, finished in dark bronze. Fastens with 2 screws . . . adjustable for alignment.



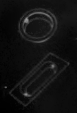
880 DOOR STOP
prevents pinched fingers.



885 DOOR CUSHIONS
absorb shock and prevent door bang . . . prevent pinched fingers.



SURFACE PULLS
for easier and more firm fingergrip.



RECESSED PULLS
in round and rectangular shapes. Beautifully finished.



POCKET DOOR FRAMES
and all hardware for popular pocket doors.



FOLDING DOOR HARDWARE
in smart, new designs for any application.

John Sterling Corporation

RICHMOND, ILLINOIS

Originators of Sliding Door Fascia Track and low headroom hardware



Send for illustrated literature, data and specifications today!



Co-owner Harry Swiff of West End Lumber & Supply Co., Galveston, checks account of large-buying credit customer with lady credit manager. Firm's machine accounting speeds work.

How Texan Profitably Promotes Credit

. . . . and successfully collects slow-pay accounts from bill-beleaguered customers who have over-extended themselves creditwise.

Credit business, far from being the "necessary evil" that some merchants consider it, represents an ever-broadening merchandising opportunity, according to the experience of West End Lumber and Supply Co. in Galveston, Texas. The company's experience with credit business is particularly significant at this time, in view of growing interest in cash-and-carry.

Two years ago, the company sent out an average of 200 statements monthly. The owners, Harry I. Swiff and his brother, Hanan "Doc" Swiff, in a search for new merchandising opportunities, felt that more credit customers represented a substantial potential.

In two years, the company's outgoing monthly statements increased from 200 to 525.

"We look upon credit as a merchandising tool, not as a convenience for customers," explained Harry Swiff, "and by seeing it in this light, we promote it just as consistently as we do any other merchandising gimmick. The growth in credit accounts has proven to us that we were overlooking one of our greatest sales potentials, and we feel that our credit promotion program will continue to increase the number of credit customers and total sales volume."

The first step in building business through expanding credit is

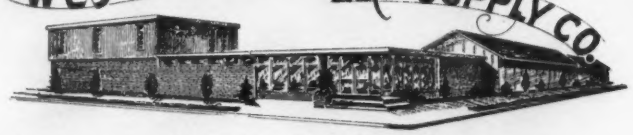
May, 1960

SOUTHERN BUILDING SUPPLIES

When local retail credit bureau reports newcomer's credit-rating to be satisfactory, West End Lumber & Supply gets out this letter immediately. Firm's cost for newcomer's credit service ranges between $10-$15, considered by Swiffs to be among firm's best investments.

HANAN "DOC" SWIFF - HARRY I. SWIFF, Owners — CARL E. SCHREIER, JR., Manager

WEST END LUMBER and SUPPLY CO.



One Stop Super Market For The Home

Phone SO 2-9666 — 41st & N½ One Block North of Ball High School — Galveston, Texas

It is a pleasure to announce that we have opened an account for you.

May we extend you, as a Newcomer, a warm welcome to our community. It is our most sincere wish that you will find happiness in our midst and that this will be your permanent home.

As you become better acquainted in Galveston, you will find that many of your new friends are West End Lumber and Supply Company customers. It will be a pleasure to serve you also ... and we cordially invite you to visit us.

In addition to building materials and hardware, we have a store filled with lovely gift items, unusual toys, and housewares. On our second floor you will find a home planning center, model kitchens, lounge and free coffee bar.

Won't you please come in soon and give us an opportunity of meeting you personally and showing you around our store.

Cordially yours,

WEST END LUMBER AND SUPPLY COMPANY

Harry I. Swiff

Harry I. Swiff

to assume the proper merchandising attitude, Swiff stresses. As a demonstration of what he means, the company does not have a credit manager but a "Manager of Credit Sales" — Mrs. D. P. MacDonald, who is more merchandising- than credit-minded. Her basic job, she feels, is to help to sell more merchandise through credit facilities. How she handles collection of slow accounts has much to do with her success as an aid to further selling.

The next thing the company did after obtaining the services of Mrs. MacDonald was to purchase a modern posting machine. And this is much more important, Harry Swiff stresses, than the mere time-saving the machine makes possible.

"When a customer receives a statement properly itemized and typed on an attractive statement, he is subconsciously and favorably impressed with the company. The statement itself is a merchandising factor, and it is obvious when you compare a modernly posted statement with the old-fashioned handwritten statement on a ruled and unattractively-printed form."

With the credit sales manager adjusted to her work and a posting machine in use, the company then embarked on a systematic program to increase its credit sales and the number of its credit customers.

Initial Step

The first step in this program was for Mrs. MacDonald to list dormant credit accounts — persons who had not bought anything on credit for more than a year. She then checked these names through the local retail credit bureau to make sure that former customers still maintained good credit-standing. This done, she began systematically to telephone or write all these dormant accounts whose credit-rating still were satisfactory. This contact consisted of a statement that the customer had been missed and that the company would like for him to return and use his credit more often. Swiff estimates that one of every ten former customers thus contacted came in within the next few days and bought something on credit.

Another step was to instruct salesmen to obtain the name and address of each cash customer. When sales slips show that such customer has been in at least twice over a period of a few weeks, Mrs. MacDonald runs a credit check on him; and if his credit checks



Manager of Credit Sales, Mrs. D. P. MacDonald, left, receives credit application from woman customer, a newcomer attracted to the store by firm's welcome letter.

satisfactorily, he receives a letter, informing him that the company has opened a charge account in his name and inviting him to utilize it for his convenience.

The company has an arrangement with the local retail credit bureau whereby it receives from the credit organization automatically a credit report, with name and address, of every newcomer to the community. If the newcomer's credit is satisfactory, as shown by the report, the company writes him a letter, welcoming him to Galveston; tells him that a credit account has been opened in his name and to come in; and informs him that the company has a useful gift for him when he visits the store.

The company's agreement with the credit bureau is such that it may reject all reports on unsatisfactory newcomers and keep and pay only for those that it wants. The cost of this newcomer credit service runs from $10 to $15 a month and it is an excellent merchandising investment, Swiff believes.

The gift currently is a good-quality plastic dust pan. The company bought 5,000 of them for gifts, and as a novelty leader to bring more women in.

Open Accounts Encouraged

The company runs some installment accounts, but it does not feature this type of credit as strongly as it does regular open accounts. No installment payment agreement may extend over a period longer than 12 months.

After an account has run 90 days, the company adds a service charge of one per cent per month. Actually, this charge goes on the

(*Continued on page* 93)



David Newman of Newman's of Cuero, Cuero, Texas, examines finish on practical quick-selling, long-profit picnic table, built in shop during business activity lulls.

Spare-Time Picnic Table Is Sure-Fire Profit Item

By Ruel McDaniel

Newman's of Cuero, Cuero, Texas, has developed a practical quick-selling, long-profit item for spring and early summer selling to produce profit in three ways: To utilize spare time of salaried men in the shop and service department; to provide use for some lumber items that otherwise might be wasted or sold at a discount; and to produce a better-than-average net profit from the sale.

The special item is a redwood picnic table, complete with built-in benches.

The company retails the table at $20 finished in rust red, or the customer may buy an unfinished one, and do his own finishing, for $15. More than two-thirds of the tables sell finished, according to David C. Newman, member of the firm.

The table is six-feet long, with a top constructed of four 2" x 8" planks. Seats around the table, and built onto the legs of the table, are of the same material. The frame is constructed of 2" x 4" timbers.

The company built 30 of the tables during dull periods in the shop during last winter. Newman moved two or three of them to the sales floor when the weather suggested outdoor barbecues and relaxation. As one sells, another is brought in from the warehouse. By the season's end 29 of the 30 units ordinarily has sold, and regular customers have their eyes on the 30th — for use at outdoor affairs.

"You might say that the main cost of the tables is the actual material that goes into them," Newman pointed out, "since most of the labor is performed when men would be doing little or nothing otherwise."

● *According to the consensus of numerous businessmen and private detectives, building supply dealers had best be on their toes and watch even their most trusted employees, since it would appear that . . .*

You Can't Stop

Cash Register Embezzlement

By Jack James

You can't prevent cash register embezzlement. You will lose most often to experienced, trusted employees. But you can catch the embezzlers and usually recover your money.

These observations comprise the consensus of numerous businessmen and private detectives with whom the author talked.

Take the case of one Washington, D. C., executive. He runs a chain of stores that sell building supplies to do-it-yourself homeowners. He tells about hiring a manager with the best references and excellent experience, whose children were through college, whose car was paid for, who lived in a modest apartment, and whose earnings as manager were at a lifetime peak, considerably higher than his living expenses. "Within about a year this man had stolen $5,000 from the cash register," the businessman claims.

A detective shopping service trapped the manager. Detectives in plain clothes often spotted him slipping money into his pocket instead of the cash register. The executive was incredulous. The manager had no reason to steal.

"It took the detective service one month to convince me that I had a 'partner,'" the executive relates. When confronted, the manager confessed to about $5,000 in embezzlements.

Actually, this business executive had learned his lesson long before. He had every employee who worked a cash register bonded. The bonding company paid the $5,000 loss.

Detective shopping services and the procedure of bonding are perhaps the best combination that building supply retailers and wholesalers can use to protect themselves against cash register embezzlement. The detective service will catch the embezzler; the bonding company will make good the loss. Both are necessary. The bonding company needs proof of the loss.

According to the head of one detective service, the cash register embezzler usually sets a daily goal, an amount that won't be missed. For example, from a register that does a $80 daily business, he may take $5. When a customer hands him the exact amount of a purchase, the embezzler has his opportunity. He waits for the customer to walk away, then rings up "No Sale" or even under-rings. Sometimes he may leave the money in the register until he goes off duty, then pocket it. More often he pockets the money immediately after the sale.

Detectives work in teams to catch such embezzlers. One detective makes a purchase, hands the clerk the exact amount of change and walks away. Another detective browsing in the store watches. If the clerk is busy and puts the money in his pocket, a third detective will enter and the second will leave. The third detective watches the clerk until he has a free moment to ring up the sale. If he does not, the detective will notify the owner.

If the owner prefers, the detectives will confront the clerk to obtain a confession. Almost invariably the embezzler confesses. "Their guilty consciences work against them. Their guilt feeling is a powerful weapon in obtaining a confession," the head of a detective agency observed.

There are numerous ways to stop cash register embezzlement.

A building supply retailer in Baltimore pre-numbers all sales slips, and his clerks write on each the names of items sold and the price. When the clerk rings the register, the total sale price is stamped on the slip. The customer gets the original in case he needs to return an item. The store keeps the duplicate.

With this method, the sole way a clerk can cheat is by not giving a sales slip at all. The dealer can quickly spot under-ringing for he has an assistant bookkeeper who daily checks all sales slips.

The assistant bookkeeper, item by item, adds up total sales and total costs. The dealer knows the total sales, gross profits, and value of merchandize that should be in the store at the end of each day.

If a monthly inventory shows

(*Continued on page* 95)



This new home of Queen City Woodworks and Lumber Co., Springfield, Mo., is located on a 15-acre tract of land and holds to traditional style in mood of neighborhood residences in its area. Nine additional buildings are linked with this main operational center by two-way communication.

80-YEAR-OLD RETAIL OPERATION LETS OUT SEAMS IN A BIG WAY

Eighty years old and still growing, Queen City Woodworks and Lumber Co. in Springfield, Mo., recently launched out on the third expansion program of its history.

In short, the company has opened a new, modern, mechanized plant which sprawls over acreage beside a railroad spur on the fringe of a residential district.

During its colorful history, Queen City Woodworks reportedly evolved from a one-horse delivery to a "one-stop-shop" supplier, where any customer can pick up a can of paint or even order his dream house from blueprints to door key.

The firm's general manager is Bill Shockley, recently-elected second vice-president of the Southwestern Lumbermen's Assn. and direct descendent of C. L. V. Randall—the man who introduced the materials business into his family circle.

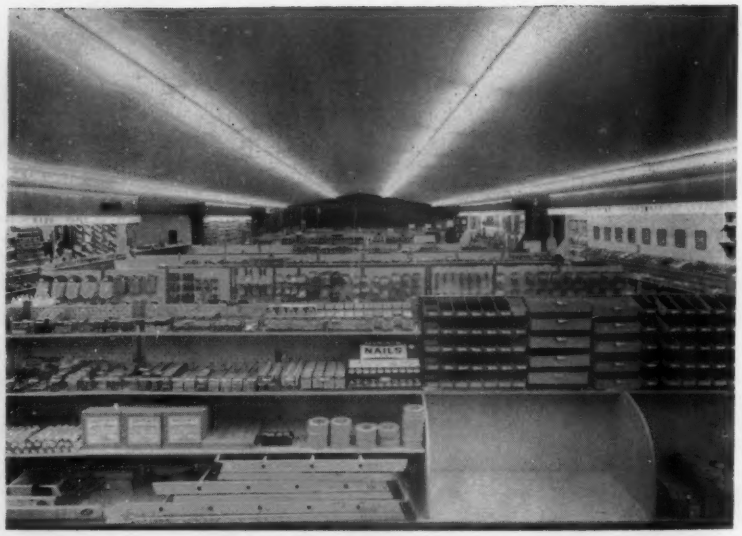
Aiming to be a good neighbor, Queen City designed its main building along traditional lines. An impressive gray residence-type showroom and office structure features a veranda topped by a Mount Vernon roof rail, cupolas that enhance ventilation, louvered shutters flanking white painted colonial paned windows.

"Our purpose," stressed Shockley, "was to hold to a neighborhood feeling in architectural design, in a building which will serve as a showcase for materials we advocate."

Nine additional buildings, strategically located on eight acres in the 15-acre tract, include five lumber storage sheds, one building to

Aerial view of Queen City Woodworks and Lumber's new operation shows ten-building physical layout in relation to convenient railroad spur, where boxcars quickly are set into yards for mechanical unloading. Office and showroom are in Colonial structure facing street and surrounded by customer parking area. Building to rear of main structure is equipped as fabrication and millwork shop. Finished lumber shed (left), general storage shed (extreme right), and rough lumber sheds (along back boundary) house operations embracing newest concepts in lumber yard operation.





At left, well-lit displays encourage customers to inspect multitudinous home building and maintenance items in flexible "supermarket" wing of main showroom. Typical check-out counters facilitate service and halve manpower requirement. Below, check-out island in floor center affords cashier central vantage point for eyeing traffic circulating through front and rear entrances.



house finished goods, one given over to sack and sheet goods, one equipped for fabrication and mill work, and the yard superintendent's office.

Expansion projected over future years will proceed in line with a long range plan geared to eventual growth, an aspect anticipated by management in the initial acquisition of land.

Queen City today serves a trade territory spread over a 100-mile radius, delivers by mechanically loaded trucks routed over a honeycomb of paved highways.

Within the city, now sprawling over the countryside of an earlier day, the company's six trucks make hundreds of daily deliveries. Horses are a curiosity as comment-provoking as the "tin lizzies" of Grandfather Randall's regime.

Today, yard operations at Queen City are mechanized to the point where carloads of lumber brought in on a railroad spur are unloaded into bins and racks, virtually untouched by hand.

Fork lift trucks assemble orders and load delivery trucks mechanically. Thirty-seven employees herald the new day.

"Rex Potts, our assistant general manager, and I traveled throughout the Midwest — to Kansas City, St. Louis, Chicago, Oklahoma City, Tulsa — looking over new yards," Shockley explained. "We have keyed our operation here to the best each had to offer, to factors best suited to our particular needs, to know-how provided by industrial engineers working with companies supplying us."

Lumber continuously has served as backbone of Queen City's volume; but slowly, with manufactured units coming on the scene, the company has experienced a metamorphosis in line with other business concerns.

"Service," Shockley observed, "is keynote of our modern operation. We do, and always will, carry a complete inventory of lumber, building and finishing materials. However, we feel that too frequently home-owners need pro-

(*Continued on page* 90)



Fabrication building, at right, is comprised of plywood panels over steel trusses. Roof, with asphalt shingles over plywood, boasts well-spaced skylights to supplement artificial lighting. Pipe system at far end of building represents sawdust-collecting operation. Above, dry storage shed, with lowest ceiling point at 18 feet, is hard by railroad spur for rapid unloading procedure.



SELL ATTIC FANS

and boost sagging muggy-day sales doldrums

The muggy days of late spring and early summer are opportunity days for the building supply concern with a stock of attic fans, according to the experience of the Alexandria Building Center in Alexandria, La.

During the spring and summer of 1958 the company sold about 300 attic fans. The 1959 season opened early and a little extra promotion boosted sales even higher, according to Manager C. A. Robbins.

"The thing we like about the attic fan business is that we do practically all of it in about six weeks or two months," Robbins explains. "That means we can concentrate our promotions during a brief period, make our profit for the year, and forget the line until the following season."

However, the company does keep one of its built-in attic fan displays in view throughout the year, and it helps to make an occasional off-season sale. Last year, for instance, one customer bought a fan late in January when the temperature was near freezing. He and his family were leaving on an extended trip to Europe. They would not be back until early summer, and he wanted the fan ready to use when they returned.

The company promotes attic fans through a floor display, newspaper advertising, and radio spot announcements.

All advertising features complete "deals" and is priced conspicuously, although no comparative prices appear in the advertising. Each unit carries two prices: one includes company installation, the other is priced for the buyer to install himself. Additional cost of installation is $25.

However, in no instance does the price include electrical work essential to the installation. The customer handles this himself with his own electrician and pays the cost.

(Continued on page 90)



Permanent fan display, above, on Alexandria Building Center's main sales floor helps to speed sale of attic fans in early summer, and reminds customers throughout year that store has fans. Typical newspaper ad, right, gives specific details regarding fans, so that prospects know exactly what they are getting when they come in to buy.

Why Swelter This Summer?

Keep Cool With Natural Breezes Day and Night

GET ONE OF OUR DEPENDABLE

ATTIC FANS

36" or 42"
FAN & SHUTTER
You install it only ... 74.95

36" or 42"
FAN & SHUTTER
We install it only ... 99.95

(No electrical work)

ASK ABOUT OUR E-Z PAY PLAN

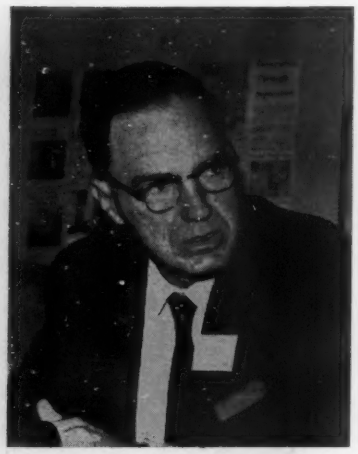
Alexandria Building Center

3824 Lee Street Ext. Phone 3-4555

FREE Parking Space for 100 Cars!

Douglas Fir Plywood Assn. seeks suggestions on

How to Help Dealers Exploit the



"About 15 per cent of our business is in second homes." Weldon Walker, president, Walker-Kurth Lumber Co., Houston, Texas.



"There definitely is a potential for this kind of promotion." Robert Congleton, Congleton Lumber Co., Lexington, Ky.



"We are going to carry panel manufacturing right over into second homes." Wayne Whelan, Whelan's, Inc., Topeka, Kans.

By SID WRIGHTSMAN JR.
Editor

An explosion of American families now in process of building or buying a "second home" — in growing usage, the term used for a leisure-time vacation cabin — is sewing up a tailor-made market and phenomenal profit-source for building supply dealers.

Aware of such fact, coupled with the urgent need to explore and define it, the Douglas Fir Plywood Assn. recently tossed a two-day, fact-packed exploratory conference in Tacoma, Wash. And it summoned thereto, with all expenses paid, some 14 building supply dealers (three from Dixie) and editors of 14 lumber trade publications (*SBS* not excluded) with the avowed purpose "to help DFPA assess the most effective means by which the association could assist dealers in exploiting the new leisure-home market."

Explained DFPA Publicity Director Tom Sias, conference chairman: "We want a clear idea of what might be needed in advertising, merchandising, point-of-sale promotion, and other areas by dealers who are already participating in the field, and by those who may be thinking about doing so."

On hand at specific DFPA-bidding to voice viewpoints for Southern dealers were Robert Congleton Congleton Lumber Co., Lexington, Ky., immediate past-president,



At recent DFPA two-day conference in Tacoma, lumber dealers from throughout the U. S. exchanged ideas on the growing second home market. During a session break, David E. Gibson III, Gibson Lumber Co., Albuquerque, N. M. (second from left) talks over situation in his Southwestern area with (l to r) Whelan, Congleton, and Walker.

Increasing Second-Home Market



"DFPA wants lumber dealers solidly in the second home business." DFPA Publicity Director Thomas C. Sias.



"We'll spend about $700,000 for sales aids to facilitate dealer plywood sales." DFPA Merchandising Director Dan B. Sedgwick.



"We're using all the resources we have to keep the confidence dealers put in us." DFPA Ad Director John D. Ritchie.

Kentucky Retail Lumber Dealers Assn.; Weldon Walker, Walker-Kurth Lumber Co., Houston, Texas, first vice-president, Lumbermen's Assn. of Texas; and Wayne Whelan, Whelan's, Inc., Topeka, Kans.

Lead-Off Activity. The first day's session was devoted to a close look at DFPA's over-all program to build expanding markets for plywood, which West Coast manufacturers are supporting this year alone with close to $6 million.

In summing up the session, DFPA Ad Director John D. Ritchie and other association executives made these points:

1. The plywood industry's promotion is based on a tightly-administered, mutually-supported system of industry-wide quality control to assure absolutely consistent performance of plywood with DFPA grade trade-marks.

2. The program is supported by 133 mills accounting for almost 90 per cent of total output. Of some 16 mills expected to come into production during the balance of 1960, nearly all have indicated they will join DFPA.

3. The program is backstopped by continuing and expanding research and engineering development providing new structural ideas, new products, new finishes, and new applications for plywood.

4. DFPA's promotion program starts at the foundation with trade buyers, builders, and key specifiers. Only after the market bases are fully covered does the advertising and promotion get into blan-

(*Continued on page* 98)



To an intent audience of lumber dealers and editors, DFPA's Ritchie explains how first small DFPA advertisement, placed in a few do-it-yourself magazines, drew 145,000 responses. "And we didn't offer plans, just ideas," he emphasizes.



Neat, well-lit interior of Dealers Warehouse Corp.'s new 16,000 sq. ft. storage warehouse has been meticulously readied for two-day celebration. Colorful trademark signs, permanently painted on large plywood pieces, are easily hung from ceiling beams by employees, with aid of fork-lift.

● *Although Dealers Warehouse Corp.'s approaching open house promises to be one "to end all," this Knoxville, Tenn., wholesaler seeks only to thank faithful dealers and convince them that . . . .*

Nothing Is Too Good for His Customers

Numerous Dixie building supply dealers in the Tennessee "Smokies" area will be quick to agree that when Dealers Warehouse Corp. of Knoxville sets out to do something, it gets done effectively and in a way that's best described as "gift-wrapped."

Take, for instance, the firm's approaching "open house" at its Knoxville quarters on May 19-20. Ostensibly, festivities will be marking DWC's dozenth year in business, plus opening of a sparkling new warehouse, reportedly the last word in storage facilities.

But wiry, idea-creating DWC Manager Bill Arnett, if questioned, readily admits the occasion will be serving much broader scope than that. Says he:

"Our dealer-customers and their families need to familiarize themselves with our facilities, as well as the outstanding products and materials we stock and sell exclusively to them. This open house, like nothing else, can provide that opportunity.

"We also want our dealers to meet and get to know the 'top brass' of our manufacturer-suppliers. If either side has suggestions for or bones to pick with the other, this will provide the time and place to do so, and for the good of us all."

Photos on accompanying pages bear vivid testimony to intensive planning and detail-execution necessitated by a get-together of this caliber. For weeks, DWC employees and wives have been on steady jump.

"Lots of work for everybody, to be sure," Arnett unhesitatingly agrees. "But nothing's too good for our customers."

Ground work for DWC open house took brains with brawn . .





Forever likened to proverbial human dynamo, hard-driving DWC Manager Bill Arnett, above, has just completed term as Knoxville's youngest Chamber of Commerce president. Arnett also has invited cream of city's business people to join in firm's open-house festivities.

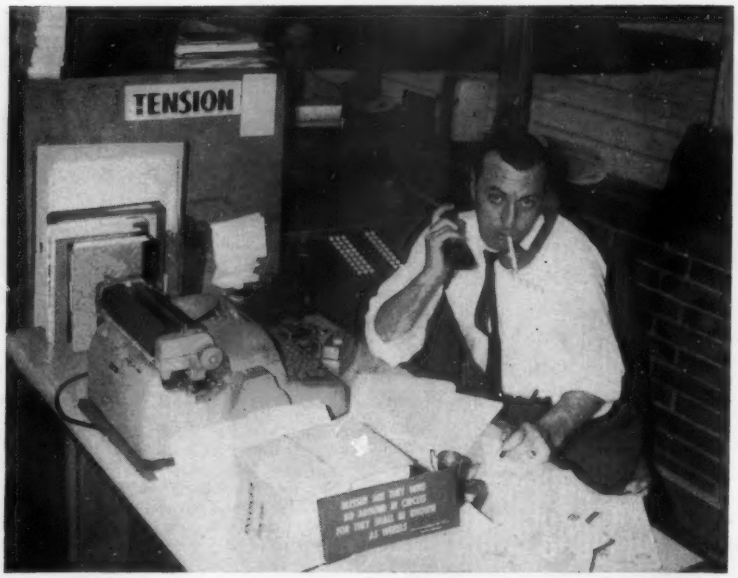
Company wives and staff workers, at left, frequently met at office, pushed up sleeves, kicked off shoes, and happily engrossed themselves in such routine activity as invitation addressing and promotion-material unitizing for mailing purposes. Gathered around work table are, clockwise, Donna Wehby, Doris Hill, Betty Hanks, Joy Arnett, "Toddy" Whittaker, June Chesnutt, Harriet Cunningham, Margaret McClellan, and Carolyn Boyer.



Early in DWC's open-house mailing schedule, above 8"x10" teaser postcard of Miss Tennessee went to dealer-customers and firms' manufacturer-suppliers. Cryptic message read: "Meet You May 19-20." (Beauteous young lady reportedly will grace company reception line on both days.) At right, initial DWC promotion material for celebration was mailed to invited guests and included glossy photo of firm's new warehouse interior and novel packet of advance reservation tickets. Colorful paper-linked leis, bearing manufacturers' trademarks, will be distributed to guests attending celebration.



Myriad planning details keep staff steadily on jump . . . . .



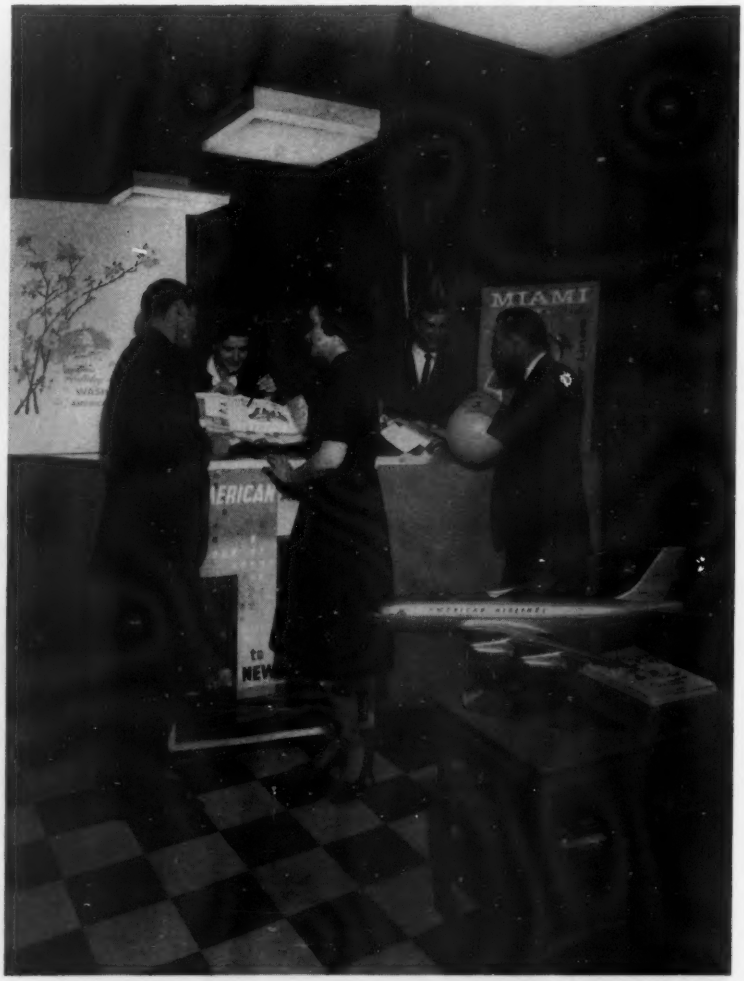


Details comprising DWC's two-day "fiesta" include everything from creating colorful welcoming posters, undertaken by staff artist Carl Sublett, above, to arranging suitable hotel room reservations for some 150 manufacturer executives and wives flying in from all parts of country. At left, Assistant Manager B. R. (Brownie) Wyatt finds himself in simultaneous phone conversation with sought-after Atlanta caterer and hard-to-reach Gatlinburg innkeeper.

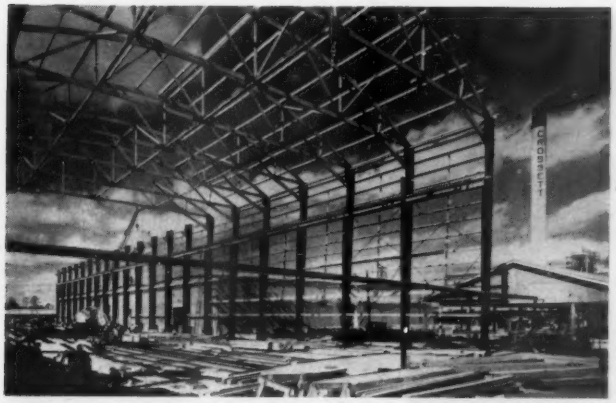




Well into process of typing some 150 personal letter-invitations to executives of manufacturer-suppliers, Betty Hanks, at top, who heads up firm's promotion department, will serve as DWC's "gal Friday" and trouble-shooter during open-house festivities. Above, Salesman Howard McClellan, on typical dealer call, loaded down with portable sales aids, makes it a point to carry dealer's personal invitation in his inside coat pocket.



To one lucky DWC dealer during two-day open house will go free week-trip for two to New York, Miami, or New Orleans (whichever he prefers). At right, Arnett, Betty Hanks, and Wyatt garner details from local airline employees on awarding airfare ticket certificates.



Crossett Lumber Co.'s all-wood building is unique because laminated structural members were designed to support 100' bridge crane of 10-ton capacity.

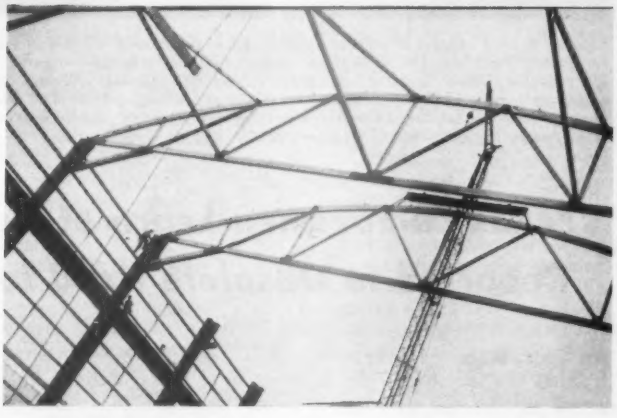


Workers carefully place laminated wall girt to column, estimated to weigh out at 5,000 lbs. after special preservative treatment.



In this general over-all view of Southern pine laminated tapered column, notch where crane beam will rest is clearly visible.

Crane plays dominant role in erection of laminated bowstring truss. Note workman securing truss heel to column connection.



A Pacemaking Wood Structure in Arkansas

Crossett Lumber Co.'s glued laminated wood building, now nearing completion, can boast unusual techniques in timber engineering

One of the world's most unusual all-wood structures, featuring a new technique in timber engineering, is near completion at Crossett, Ark.

The project is unique in that its laminated structural members were designed especially to support a 100-foot bridge crane of 10-ton capacity, in addition to normal support of a larger-than-average roof.

Interesting points in the structure are 42 large glued laminated columns, which are its vertical supports. These columns were designed to taper from bottom to top to provide strength required to carry roof and crane. The taper design also streamlined the upsweeping appearance of the interior. Base measurement of the columns is 9" x 30", tapering gracefully upward to 48" where a cutback provides a base for the crane beam and rails upon which the crane will ride. Above cutback, columns again taper back to the 30" base measurement.

The columns were pressure-treated with pentachlorophenol preservative in an oil carrier. Prior to treating, each column weighed approximately 4,000 pounds. Estimated weight of each after treating was 5,000 pounds.

Another major element are 21 curved top chord bowstring trusses, also of glued laminated Arkansas soft pine. These trusses represent a highly efficient new member designed to clear-span the entire 104' width at roof level.

Trusses are connected to columns at the top with carefully fitted pin connections and knee-braced to resist wind-stress.

Ease with which columns were erected was an important factor in the over-all cost. No guy wires were necessary for column support during the erection, since steel for moment connections was affixed to each column before it was lifted into position with a crane. As each column was lowered into place, it was secured immediately to anchor bolts in the concrete base. Although the columns could stand freely after bolting, they were braced at the top with laminated eave girts.

Over-all cost of the building was termed "remarkably economical." The cost was estimated at only $5.65 per square foot, an exceptionally low figure considering that high quality and unusual

(Continued on page 88)



Recently-elected officers of the Lumbermen's Assn. of Texas at its 74th annual convention in Austin are (front row, l to r) Weldon Walker, first vice-president, Houston; Arthur Temple Jr., president, Diboll; Lionel L. Campbell, second vice-president, Temple. Behind, in same order, are Marion Pugh, sergeant-at-arms, College Station; and W. B. Carssow, third vice-president and counsel; Gene Ebersole, executive vice-president; and Dick Watkins, secretary, all of Austin. Lester E. Palmer, treasurer, Austin, was not present.

Texas Lumbermen Learn of New Glue Reported to Obsolete Need for Nails

By BARON CREAGER
Southwestern Editor

An abundance of problems confronted the Lumbermen's Assn. of Texas during the association year that closed with the 74th annual convention in Austin, according to the report of the retiring president, S. S. Forrest Jr. of Lubbock.

Dates were April 10, 11, and 12, and most of the association's convention business was transacted on the stage of Austin's sparkling new municipal auditorium — a stage closed off for such meetings, but not quite isolated from an occasional overtone of the big merchandising exposition in the main section of the auditorium.

This merchandising show attracted 163 exhibitors whose displays practically filled the auditorium and drew most attention from the thousands who passed through the turnstiles, although business sessions produced near-capacity patronage. Thus, convention activities were largely housed under one big roof, with some necessary exceptions.

NRLDA Consideration. At several points during the course of events in Austin, attention of association members was called to the fact that a Texan will probably ascend to the presidency of NRLDA during the fall convention in San Francisco. It was first mentioned by President Forrest in his opening address that Winfield B. Oldham of Dallas, now first vice-president of the national association will, in the normal progress of officers, be inaugurated as president. Oldham is a past-president of LAT and has long been active in local, state, and national association affairs. He also maintains a consistent interest in Hoo-Hoo activities.

In connection with his comment on association problems, President Forrest said in his annual report that "a lot of lumber yards have closed and probably not as many have opened. But others are getting along better than they have in the past. Those changing with the times and keeping up with new methods and products are doing very well.

"I think the biggest thing that has happened to our industry during this year was in the field of standards, when FHA required grade marking on lumber. This is a big step and is affecting all of us, all over the nation.

"For an example, 125 mills have already been certified by the Southern Pine Inspection Bureau alone to do grade marking since January 1 of this year and they tell me they have over 100 applications from other mills, so you can see that much progress has been made by associations all over the nation. We have a lot of mills that have never had standard grade marking before that are coming in with association



Following dedication of new LAT headquarters building, these living LAT past-presidents received plaques for faithful service.

mills and improving their standards."

State Squabbles. Forrest reported that "we have had a lot of fights throughout the state. We have lost a few, but, at least, won one in San Antonio when the people voted down 1,500 units of public housing." He pointed, too, to the organization of five new lumber clubs in Texas, including Austin, Orange County, Temple, Waco, and Cen-Tex and Tri-Rivers. Twenty-one local associations now operate in the state.

There were indications that the Texas association will flex its muscles with more purpose and more consistency in the matter of state legislation to which the industry is opposed.

Although Arthur Temple Jr. of Diboll did not take office as president nor address the full convention, he did speak forthrightly on this matter to directors after they had elected him. His remarks followed a legislative report by W. B. Carssow, perennial third vice-president and counsel. Said President-Elect Temple:

"There is no more muscle in all of Texas than in this association, but I do not think we should write long letters and analyze for legislators, the legislation to which we are opposed. They know what the legislation is, and a brief letter, even a post card, can be effective. All we need to say is, 'I am opposed to this legislation because it will hurt me.' "

Shock Speech. And another Texan, Horace Busby, although last in line of speakers, probably delivered most in the way of a high-voltage shock for lumbermen.

He declared that volume of sales and even individual margin of profit could be decided "here in Austin at the state capital" through legislation and politics. Busby, editor of *The Texas Businessman*, a Kiplinger-type publication at the state level which, in the past, has been distributed to members by the association, also made it plain that he believes a state sales tax is inevitable. Texas has remained steadfast against a general sales tax but, on the afternoon of the morning Busby spoke, feelers in that direction were published in the afternoon Austin newspaper and quoted Governor Price Daniel.

Further exposition of "land control" program was presented to the association by one of its Austin members through an address by Jack Owen, general manager of the

(*Continued on page* 100)

How Temple Tackles Troubles Minus Temerity

By BARON CREAGER
Southwestern Editor



Arthur Temple Jr. with ever-present cigar.

Arthur Temple Jr. began his fortieth year of life just a few days before he was elected president of the Lumbermen's Assn. of Texas, one of the largest state organizations in the industry.

An association such as LAT is big business, but Temple has been coming to grips with big business since he was a teen-ager. And from what he had to say about the association after his election, it would appear that he looks forward with relish to this opportunity — an opportunity to tackle another job in an industry he loves.

There also appeared to be a unanimity of opinion among lumbermen of Texas that he would take this association job in stride, too, for Temple has an illustrious record. This record took root early in life in Texarkana, which straddles the Texas-Arkansas line, and has grown in proportions since general offices of the Southern Pine Lumber Co., of which he is now president, moved to Diboll. There is a difference between the record and certain legends that have grown into circulation as a result of the record.

At the age of 20, Temple launched and completed perhaps the first Title VI project in Texas, when Southern Pine Lumber Co. and other Temple industries were headquartered in Texarkana.

Eight years later he was vice-president and general manager, his father, Arthur Temple Sr., having died. Temple Industries meantime had forsaken Texarkana in favor of Diboll, almost 200 miles due south. The force and conviction of young Temple had much to do with this move for, until the death of his father, there was much sentiment involved with the Texarkana location. But Arthur perceived a fact that was probably hidden from his elders and others by sentiment — that Texarkana was losing and would eventually lose entirely, its position as Lumber Capital.

In Diboll, as the 28-year-old vice-president and general manager, Temple began spending company money with what seemed to be a lavish hand. He instituted a reform in company manufacturing procedure and introduced automation on a scale that required four years to complete a program he had laid out. And as competitors observed this spending program at Southern Pine Lumber Co., they licked their lips in anticipation and made no secret of the fact about looking forward to a not-too-distant date when they would buy SPLC at something on the dollar.

This and much other information herein was not obtained from Temple for, as a conversationalist, he is a big disappointment when asked to discuss himself. However, the vice-president of SPLC is not so close-mouthed about the accomplishments of Arthur. Vice-president is T. L. L. Temple III, Arthur's cousin. To his hosts of friends, he is Latane (pronounced Lat-nee) Temple, and his admiration for his cousin as a business executive is nothing short of enthusiastic. If there were an Arthur Temple fan club, Latane would be logical choice for president.

"As it turned out," Latane explained, "Arthur's spending program was both wise and conservative. As a result of the automation he introduced into our business, we now accomplish in 12½ man-hours, what usually requires 28 to 30 man-hours in other mills.

"Also, forest production and mining are recognized as the most hazardous of all industries. Yet, as a result of advancements introduced by Arthur, lost-time accidents at SPLC are at the average level of watchmakers and cobblers."

Southern Pine Lumber mothered the Temple Industries, which now sprawl over much of the area adjacent to Diboll. These industries include manufacture of insulation board, molded wood, hardwood dimension lumber, oak flooring, hardwood, and pine lumber. There is also a pressure treating plant.

The Temple family is one of the oldest in the lumber manufacturing business in the Southwest and, in the heyday of Texarkana, at least one banker thought the elder Temple — Arthur Sr., then living — should have the last word concerning any business venture involving Arthur Jr. Thereon hangs a tale, as

told by Latane Temple:

"There was some project for which Arthur wanted $10,000 and he went to a certain bank to get the money. The banker considered this project, the exact nature of which I do not now recall, and told Arthur that if his father would endorse the note he could have the money. Arthur walked out of that bank and has not darkened its door since."

Then there are various legends about Arthur that one can hear discussed whenever his name is mentioned. One in particular deals with a considerable amount of money he wanted to borrow in Houston. Questioned about the details, Arthur merely smiled and said, "That isn't true." But it is so accurately illustrative of the man that it is too good to keep.

This version was picked up at a breakfast meeting when three lumbermen at this particular table spied Arthur and began reviewing some of his characteristic approaches to problems, with obvious admiration, too.

"You hear about the time he went to Houston to borrow a million dollars?" one lumberman asked the others.

"Yes," said one, "but it wasn't one million, it was five million."

Thus the talk wandered on and brought out the legend: The Houston banker said he would think it over and for Arthur to come back in about a week. But, according to the legend Arthur says isn't true, he went from this bank to the airport, boarded a plane, flew to New York and got the money in Wall Street. After about ten days, the Houston banker phoned and wanted to know why Arthur hadn't been back.

"Why," said Arthur, "I got that money in New York and have already spent every dime of it."

Pure fiction, maybe, but definitely typical, according to this character sketch by Latane:

"Arthur resolves the paradoxes. He pays more money and has lower labor costs. He cuts through to the core of things, is most thorough and conservative. He also thinks in terms of people and has the knack of bringing out the best in a man. His basic philosophy is that, knowingly, he will never be enriched at the expense of anyone. He works at top speed always and, although he doesn't expect the same effort from an employee, he expects the best and an employee is proud when he has given his best."

As pointed out previously, Arthur isn't much of a talker about Arthur. With all his convention responsibilities, he was available for only a few minutes. When cornered, he was in a hurry to return to Diboll and, under these inappropriate circumstances, was asked to define his theory of doing business.

"That's a hard question to answer under the circumstances," he shot back. "Ask me another one."

Then he relented and allowed his approach to business is fully serious, that he holds to a resolute belief that hard work and constant work will accomplish any given objective.

"Basically," he said, "I consider it necessary to have the best man in the best job. From there on it's work, rather than genius."

Members of the board of directors of the Lumbermen's Assn. of Texas had an opportunity to sense the energy that drives their new president, his impatience with extraneous matter, when he spoke to them briefly after his election. In part he said:

"I have been honored, with the kind of an honor that induces a man to work for you free. I will be brief and to the point, as I hope all others will be on any program with which I am connected.

"I am no diplomat and I am told that I am often too direct. In our work together I hope I do not hurt any feelings but, if I do, just remember it is a mistake of the mind and not of the heart."

The new association president is neither a native Texan nor a college graduate. He was born on the Arkansas side of Texarkana and attended college only one year. At the age of 17 he entered college in Austin, but the lumber business was already in his blood, a challenge to his energies and his imagination, and of his career in academics, he says:

"I spent a year studying at the University of Texas, but the lumber business was more fascinating."

Louisianan comes up with novel low-cost display fixture

By creating two hexagonal rotating vertical displays for the Plain Dealing Builders Supply in Plain Dealing, La., Manager Curt Winn has multiplied display area for most of his firm's building materials and supplies.

To keep cost down on these novel display fixtures, Winn had a local machine shop gear up discarded International Harvester truck wheels on a sheet steel base as rotation mechanism. He built up frames for six 8' tall "fins" from plywood strips and tied them together with a framework of lumber strips — mostly scraps from the lumber yard.





In first photo, Manager Winn helps a caller select asphalt roofing from samples on the hexagonal display. Other display sections hold samples of plumbing fittings and supplies, siding, and a wide choice of popular metal signs. The latter include such messages as "Posted-Keep Out," "No Trespassing," "For Rent," "Men," "Women," etc.

In second photo, Billy Rodgers, Plain Dealing salesman, helps a customer find molding needed for an improvement job. Floor tiles, laminated plastics, finished lumber, and fiberglass paneling are other materials "sampled and priced" on rotating hexagonal.

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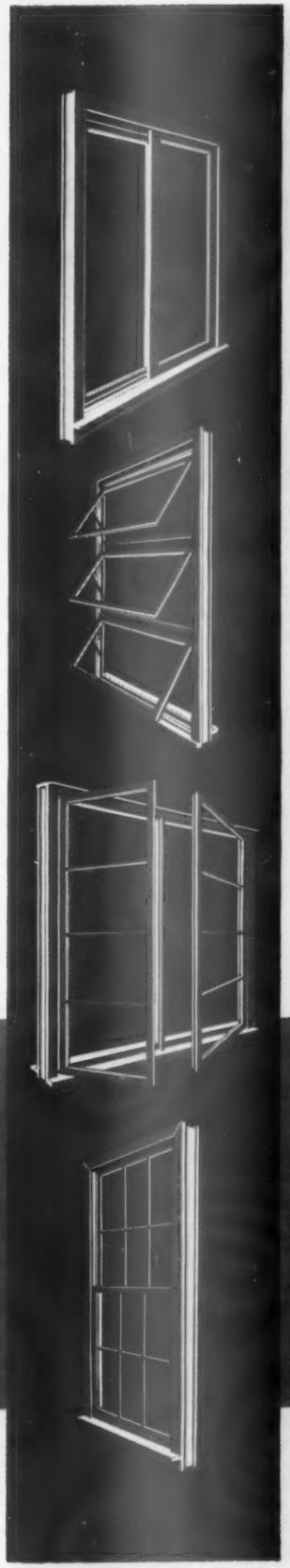
The surest way to increase your share of *profitable* window and exterior door business is to sell builders the industry's brand-name units which are equipped with MetaLane weatherstrip. There are many reasons why these better-quality assemblies outsell all others on the market:

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For more details on above items, use Coupon on Page 85

INDUSTRY NEWS

(Continued from page 26)



SEYMOUR MILSTEIN, president, Mastic Tile Div., Ruberoid Co., was recently honored by alumni of New York University at association's annual Dean's Day dinner. Milstein, class of 1941, was awarded 1960 Achievement Award of NYU's University Heights Colleges Alumni Assn., "in recognition of outstanding accomplishments in industry, attainments which have brought great honor and distinction not only to himself, but also to his alma mater."

Ten Building Merchants Affiliate With BMMG

Building Material Merchants of Georgia recently acquired ten new merchant members, according to BMMG Executive Secretary Herbert G. Drews.

They are: Moore Hardware Co., Jasper; B & B Lumber Co., Augusta; Warner Robins Supply Co., Warner Robins; Southeastern Roofing and Insulation, Cordele; Satillo Sash & Door Co., Waycross; W. T. Harvey Lumber Co., Columbus; Holmes Bros. Lumber Co., Griffin; Whaley Bros., Augusta; Habersham Hardware Co., Cornelia; and Chambers Lumber Co., Macon.

AWI Schedules Workshop, Eighth Annual Convention

Architectural Woodwork Institute will hold its eighth annual workshop convention at Sheraton Park Hotel, Washington, D. C., October 11-14.

John A. Erickson, Erickson Building Supply, Inc., Clay Center, Kan., and Richard Marshall, Weaver Bros., Inc., Newport News, Va., are convention co-chairmen.

AWI is national association (with members from Canada and Australia) of quality millwork manufacturers and their suppliers.

Mississippians Elect Burke to Presidency; Hear NRLDA's Libbey

D. R. Burke, Ruleville Lumber Co. owner, Ruleville, was elected president of the Mississippi Retail Lumber Dealers Assn. at its recent convention in Biloxi. He succeeds Harry H. Lott of Winona.

Other officers elected at the 34th annual meeting were: D. O. Puckett Jr., Tupelo, vice-president; Guy Simpson, Shaw, second vice-president; R. C. Stockett Sr., Jackson, national dealer director; W. L. Solomon Sr., Belzoni, alternate dealer director; and E. B. Lemmons, Jackson, executive secretary-treasurer.

Ten new directors were named — Jack Bethea, Gulfport; William R. Reed, Cleveland; A. D. Ezell, Indianola; J. L. McBride, Port Gibson; Joe King, Jackson; J. T. Couch, Houston; Carl Stephens, New Albany; Mem Leake, Tupelo; C. G. Hull Jr., Greenwood; and John Klyce, Sardis.

W. B. Brondum Jr., Pascagoula, and R. B. Vaughn, Biloxi, continue as directors.

New members of the steering committee are W. C. Simpson, Greenwood; Thad Simmons Jr., McComb; and W. H. Hunter, Inverness.

Edward H. Libbey, Washington, D. C., secretary, National Retail Lumber Dealers Assn., warned against Federal handouts and subsidies, declaring that taxpayers would be burdened with financing "all kinds of welfare legislation being introduced in this election year."

Libbey denied need for a so-called "emergency" housing bill, earlier approved by the House banking committee and said that there was no justification for the billion-dollar Federal "pump priming" for the Federal National Mortgage Agency.

Libbey noted that FHA had insured loans in Mississippi for 141,342 home owners through 1958 for a total of home improvements of $65,920,000, which has improved the state's housing economy and cost the Mississippi taxpayers nothing.

He stated that NRLDA is also supporting the removal of the long term government bond interest rate ceiling.

CONVENTION CALENDAR

MAY 9-11: **National Building Material Distributors Assn.,** Arlington Hotel, Hot Springs, Ark.

MAY 22-25: **Building Material Merchants of Georgia,** Castle-in-the-Clouds Hotel, Lookout Mountain, Tenn.

JUNE 13-14: **Southern Sash & Door Jobbers Assn.,** Hotel Peabody, Memphis, Tenn.

SEPTEMBER 18-21: **International Concatenated Order of Hoo-Hoo,** Arlington Hotel, Hot Springs, Ark.

OCTOBER 15-16: **Oklahoma Lumbermen's Assn.,** Municipal Auditorium, Oklahoma City. Exhibits.

NOVEMBER 13-15: **Southern Sash & Door Jobbers Assn.,** The Greenbrier, White Sulphur Springs, W. Va.

NOVEMBER 13-16: **National Retail Lumber Dealers Assn.,** Brooks Hall Annex, Civic Auditorium, San Francisco, Calif. Exhibits.

NOVEMBER 16-18: **National Building Material Distributors Assn.,** Palmer House, Chicago, Ill.

Dealers Get Plaques In Home Promotion

Plaques for distinguished merchandising in connection with Masonite Corp.'s 1959 "Showcase of Famous Brands" model home promotion have been presented to lumber dealers credited with having done an outstanding job.

Included among the 50 DM winners honored are:

Arkansas: Sparrow Builders Supply, Stuttgart.

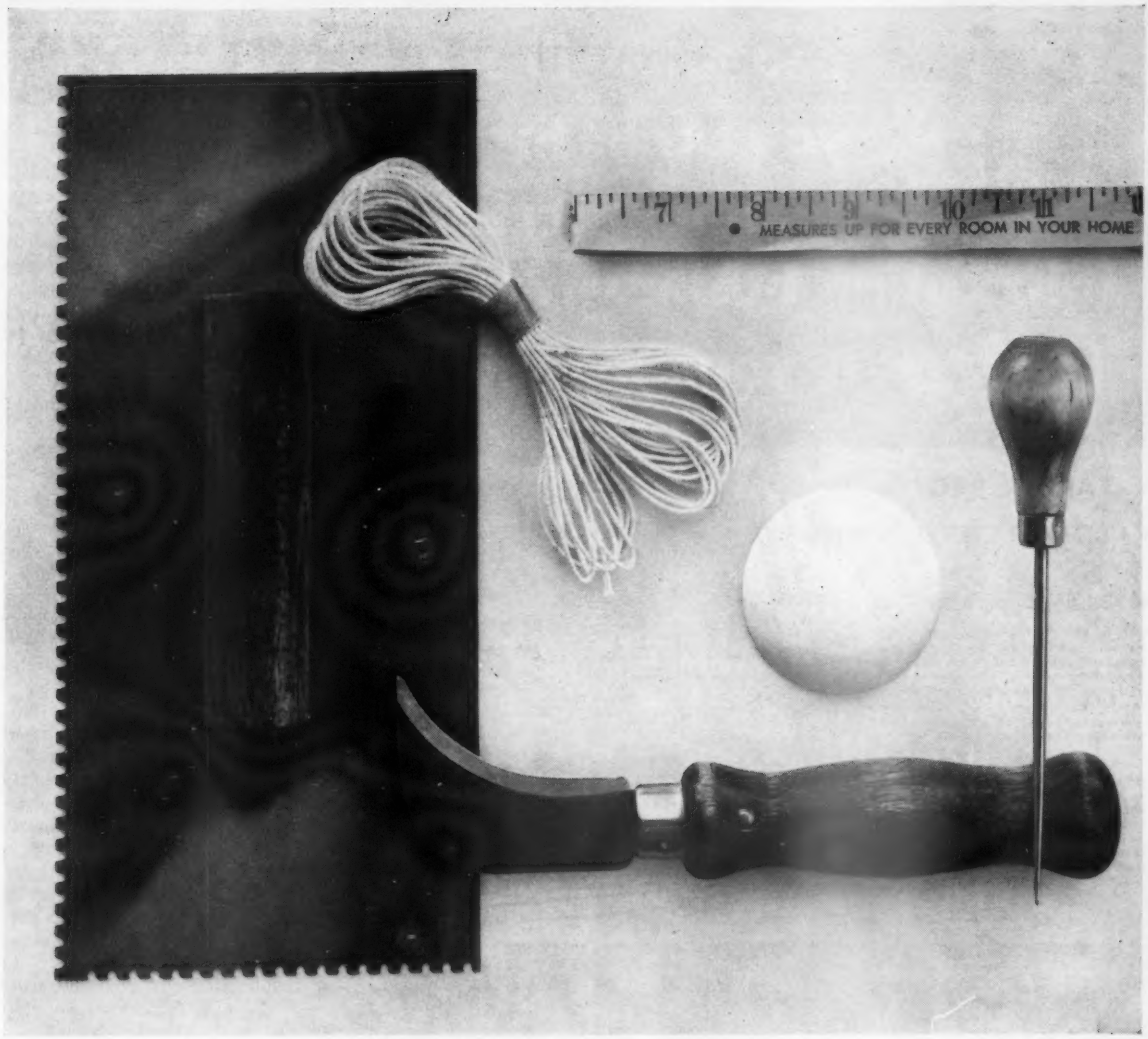
Florida: Carolina Lumber Co., Jacksonville.

Louisiana: Koncinsky Builders and Supply Co., Alexandria.

Missouri: L. H. Landgraf Lumber Co., Cape Girardeau; Queen City Woodworks and Lumber Co., Springfield; St. Joseph Lumber Co., St. Joseph; and Highway Lumber Co., Inc., Herculaneum.

Oklahoma: Hope Lumber Co., Muskogee.

Texas: AAA Lumber Co., Waco; William Cameron & Co., Waco; Harrison County Lumber Co., Marshall; and Tadlock Home Supply Co., Odessa.



These tools help RUBEROID dealers build . . . floor tile business

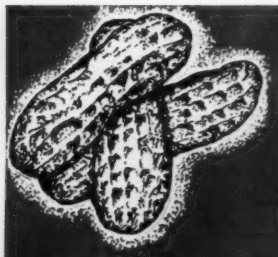
Ruberoid's do-it-yourself floor tile kit is only one of many, many valuable selling aids that help you cash in on today's rich do-it-yourself market.

You get window displays, counter displays, and ad mats, designed to make you headquarters for do-it-yourself floor tile. National magazine ads tell the do-it-yourself prospect to come to *you*.

Of course, Ruberoid's *superior quality* is the most powerful sales tool a dealer could have. Get your share of the big do-it-yourself profits. See your Ruberoid distributor or write The RUBEROID Co., 500 Fifth Ave., New York 36, N. Y.



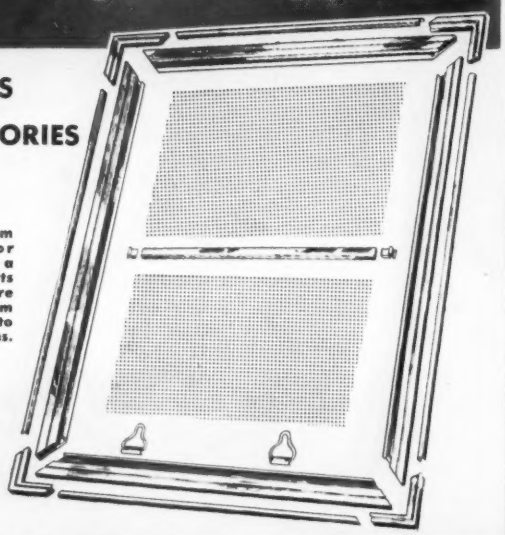
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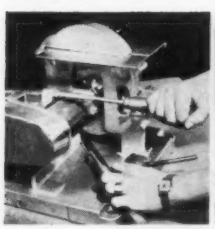
✓ LOWER INVENTORIES



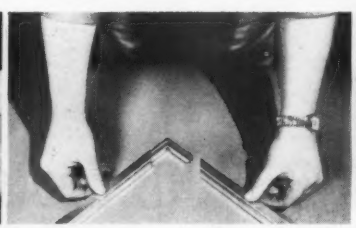
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MOVING UP in the industry

NATIONAL LOCK CO. . . . Appointed assistant sales manager of company's Medalist Division is **Robert E. Hough.** He is suceeded as district manager of Minneapolis warehouse by **Ken Gillette.** Hough will serve directly under **J. H. Hoke,** sales manager.



Hough



Gillette

CRAWFORD DOOR CO. . . . This manufacturer of sectional, overhead residential garage, and industrial-commercial doors recently named **Warren G. Messer** as general sales manager. Associated with firm for 13 years, Messer has served successively as zone manager, advertising and sales promotion manager, project and volume garage builder sales manager. Prior to his recent appointment, Messer was responsible for all residential garage door sales.



Messer



Eckhart

MORGAN MILLWORK CO. . . . Recently appointed assistant to **C. E. Eckhart,** manager, Washington warehouse, is **Lewis J. Gutowski.** His previous positions range from shop foreman and office salesman for Wilmington, Del., warehouse to special representative to architects and builders for Baltimore office. In addition to serving as assistant manager, Gutowski is reportedly specialist in kitchen planning.

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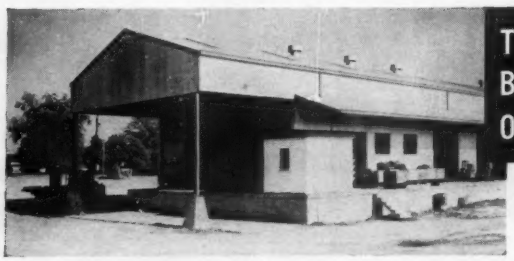
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JOHNS-MANVILLE CORP. . . . Former sales representative at Raleigh, N C., **William T. Smith** has been chosen assistant district manager in Atlanta, Ga., to provide increased service for J-M building products customers. Smith joined firm in 1949 as sales representative in Atlanta, since then representing Building Products Division in Greensboro and Raleigh, N. C., and Macon, Ga.



Smith



Friley

W. S. DICKEY CLAY MFG. CO. . . . Newly-elected board of directors member and vice-president in charge of operations is **Paul B. Friley.** He succeeds the late **Alfred C. Dauwalter.** Friley will be responsible for manufacturing and operations of Dickey's seven plants, located in Alabama, Tennessee, Mississippi, Missouri, Kansas, and Texas-Arkansas.



Beall



Pasch

INDIANA LUMBERMEN'S MUTUAL . . . Newly-elected president and general manager of this insurance company is **Gold E. Beall,** who succeeds **I. G. Saltmarsh,** new board chairman. **Herbert A. Pasch,** formerly vice-president, replaces Beall as vice-president and assistant general manager. Beall, who began his career with the company at 18 years of age, was elected assistant secretary in 1943, secretary in 1946, vice-president and assistant general manager in 1954, and board of directors member in 1952. Pasch served in the production end for 23 years before being named to board of directors. In 1957, he was made vice-president.

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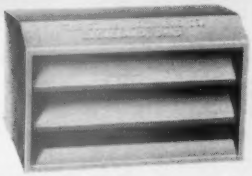
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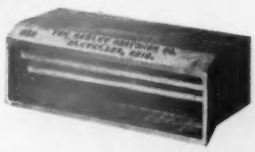
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85-L LOUVER TYPE Cast aluminum vent with two sloping baffles to keep out rain. Measures 8⅛ x 2¼ x 2¾ inches.

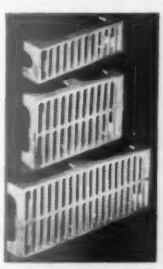


82-L LOUVER TYPE Cast aluminum vent with sloping baffles. Measures 5 x 2¼ x 2¾ inches.



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ADDRESS _____

CITY _____ ZONE ____ STATE _____

STANLEY WORKS . . . Recently elected vice-president of marketing is **Clyde S. Gischel.** Director of marketing and sales since 1959, he was appointed to newly-created post of director of marketing, which combined functions of marketing and sales, in 1956. Native of North Little Rock, Ark., Gischel was graduated from University of Arkansas and University's School of Law. He is a member of Arkansas, South Carolina, and New York bars. . . **Paul E. Good** has been named branch manager of newly-completed regional warehouse in Atlanta, Ga. Formerly branch manager of firm's Dallas office and warehouse operation, Good joined Stanley-Judd's Drapery Hardware Division in 1936, assigned to Chattanooga, Tenn., plant. He worked in accounting and purchasing departments, later promoted to office manager.



Gardner



Blagen

TARTER, WEBSTER & JOHNSON, INC. . . . Parent organization of this lumber sales subsidiary — American Forest Products Corp.— recently named to vice-presidencies **Vernon C. Gardner** and **Howard W. Blagen.** Gardner became director of American Forest Products Corp. in 1959 and today is general manager of two of corporation's large southern California operations, Mt. Whitney Lumber Co. and Harbor Box & Lumber Co. Blagen became associated with American Forest in 1939 as assistant sales manager in lumber. In 1948 he was appointed general manager of Wileysville, Calif., sawmill, later being named as director of sawmill operations. He was elected director in 1955.

PHILIP CAREY MFG. CO. . . Promoted to assistant advertising managership is **Robert M. LaBoiteaux.** He will be in charge of specific advertising, promotion, and publicity projects for Carey and its subsidiary companies, manufacturers of roofing, siding, insulation, bathroom cabinets, range hoods, and ventilating fans.



Here's how easy it is to make every new home "Durethene® Dry

EVERY NEW HOME SHOULD BE "DURETHENE" DRY



This is the colorful Desert Dan certificate. When displayed by builders in their new homes, customers know the home they're inspecting is "Durethene" Dry. Be sure your builder customers have plenty on hand for easier sales.

One of the big advantages of DURETHENE® polyethylene film is its ease of installation. Builders save money on labor and construction costs because DURETHENE can be applied quickly and easily around and under foundations for permanent protection against moisture seepage. The photo shows how one man can install it. Expensive callbacks are reduced, too, and "Durethene" Dry new homes are easier to sell because a permanently dry foundation is one good sign of quality construction.

Sell FHA-approved DURETHENE for these other construction uses: flashing, crawl space, closing-in material, cement curing, floors, ceilings and foundations. Also, tie in with the new DURETHENE-Desert Dan promotion currently seen in national consumer magazines like *The Saturday Evening Post, Newsweek* and *The Wall Street Journal*. See your distributor or write for colorful display material, Desert Dan certificates (left) for builders to display in new homes, and direct mail pieces. These sales aids are all free and can be obtained by writing Koppers Company, Inc., Durethene Plant, 7001 W. 60th St., Chicago 38, Illinois.

KOPPERS Durethene® POLYETHYLENE FILM

DUO-FAST DEALERS

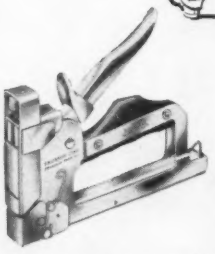
sell more because they have more to sell



More quality, more features, more profit, and close-to-home service. Yes, sir, you do have more to sell when you're a DUO-FAST Dealer.

DUO-FAST Tackers are man-size tools, built to do a man-size job! DUO-FAST Staples team up with DUO-FAST Tackers for customer service.

More than that, DUO-FAST gives you a Free Service Guarantee which insures DUO-FAST Dealers against costly repair charges.



Lumber Dealer Favorite!

The DUO-FAST GUN TACKER

An all purpose tacker. Drives short staples for insulation and building papers; and long staples for ceiling tile. It's a real speed demon, too!



Builders Like This One!

The DUO-FAST HAMMER TACKER

Great for the bigger insulation and building paper jobs. Good for metal lathe, too. You just swing it—the staples feed and drive automatically.



DUO-FAST DEALER AIDS

Sure we have 'em. Counter cards, display boxes, wall signs, envelope stuffers, to help you sell.



DUO-FAST STAPLES Packed the Way You Like 'em!

In handy 1M packs, or in boxes of 5M. Chisel or divergent points. Rosin coated if desired.

If you operate a sash and millwork shop, or if you do prefabrication work, you will want to check into the DUO-FAST Staple Nailer and DUO-FAST Brad Gun.

Write for the name of the DUO-FAST office in your area. They will be happy to give you the complete DUO-FAST story, and demonstrate the DUO-FAST Tackers for you.

FASTENER CORPORATION 3754-70 River Road, Franklin Park, Illinois 0181

DUO-FAST Staplers Tackers Staples

Everything you need for tacking, stapling and nailing.

STRICTLY WHOLESALE

KANSAS CITY, KAN.: **W. J. Cole Floor Products Co.** here was recently appointed as one of nine new distributors for Wilson Plastics, Inc.'s complete line of plastic wall tile, Metal-Sheens and accessory items. Other new distributors included **Cascade Sales Co.** with branches in Seattle, Wash., and Portland, Ore.; **Conley Bros. Supply Co.**, Corinth, Miss.; **Thomas E. Dickerson Co.** with branches in High Point and Charlotte, N. C.; and **New Orleans Flooring Supply Co.**, New Orleans, La.

DALLAS, TEX.: **S & S Sales Co.**, manufacturers representatives and warehousers in Southwest for manufacturers of builders hardware and hand tools, recently occupied its own building at 2501 S. Harwood here. New building has four rail doors opening on Cotton Belt spur track and three truck doors opening on to 60' covered dock, along with 14,000' of fenced open storage. This move will reportedly enable them to better serve their distributors and factories, by increasing warehouse stocks for immediate shipment. Warehouse is more than twice size of former location.

MEMPHIS, TENN.: **Darrell Proctor Plywood Co.** has been appointed new panel products distributor by Silvatek Division, Weyerhaeuser Co.

OKLAHOMA CITY, OKLA.: **Bolender Brick and Material Co.** has been awarded distributorship of Coloroc, pigmented paste wax said to restore color to faded cement floors and to buff to a high shade. Firm will sell product to lumber dealers throughout Southwest.

ATLANTA, GA.: **Roddis Plywood Corp.** is new distributor of panel products manufactured by Silvatek Division, Weyerhaeuser Co.

NASHVILLE, TENN.: **Ceildeck Corp.** has been named as distributor for Crawford industrial-commercial and residential garage doors by Crawford Door Co. New division of Ceildeck, Crawford Door Sales Co. has been established to handle door line. Division will offer complete line of sectional, overhead doors.

CINCINNATI, OHIO: **Philip Carey Mfg. Co.** has disclosed plans for marketing Alcoa clapboard aluminum siding. Introduction of Alcoa siding rounds out Carey's building product package to dealers.





• Flows freely into cores or cavities ...no cutting, no furring out...no fitting...no waste. Drastically reduces costs of both materials and labor.



• Fills 100%...won't settle...permanent. Will not permit transfer of moisture from outer to inner wall surface.

ZONOLITE® *WATER-REPELLENT* MASONRY FILL INSULATION

gives Builders a Fast, Low-Cost Way to

Insulate BLOCK AND CAVITY WALLS

gives you a brand-new Year-Round Seller!

If any insulating product ever hit the market with everything in its favor, this is surely the one. *Zonolite Water-Repellent Masonry Fill Insulation* meets a crying need that architects, builders and building owners have recognized for years. Now, for the very first time, there's a completely effective insulation for block and cavity walls that gives you a new source of profit all through the year.

Fast: High-speed installation pictured here can be duplicated on any job.

Efficient: Cuts heat transfer through masonry walls up to 50%.

Stays Dry: Patented process insures against water damage to insulation.

Cuts Heating & Cooling Costs: Often permits smaller units...greatly reduces operating costs.

Low Cost: As little as ⅓ to ½ the costs of insulation applied to inner wall surface and other methods used heretofore.

So now you can see why *Zonolite Water-Repellent Masonry Fill Insulation* is already selling "like 60" the nation over and gaining tremendously from day to day. So, get all the facts...mail the coupon today.

Mail Coupon for FREE DATA

ZONOLITE COMPANY– Dept. SBS-50, 135 South LaSalle Street, Chicago 3, Ill.
Rush me FREE Booklets MF-2 and MF-3 on new ZONOLITE Water-Repellent Masonry Fill Insulation.

Name_____

Firm_____ Title_____

Address_____

City_____ Zone_____ State_____

So modern, so versatile,

so pleasant to live with

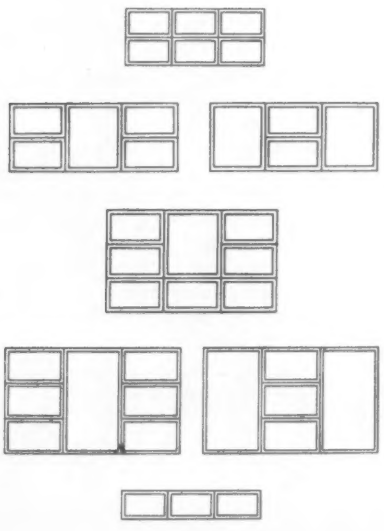
BASIC WOOD WINDOW UNITS

VENT-A-WALL

FOR MULTI-COMBINATION GROUPING ®



...they'll help you make more sales!



Because Vent-A-Walls have so many plus features sales resistance is reduced to a minimum—a unique situation which means faster sales, more profit for builders and dealers alike. Removable Vent-A-Walls are easy to clean and easy to operate.

See your favorite Building Materials Dealer.

MANUFACTURED BY

MW Distributors

ROCKY MOUNT, VIRGINIA

MANUFACTURER NEWS



F. L. BROWN has joined sales staff of Rockport Redwood Co. and its distributing organization, Rounds Lumber Co. of San Francisco, Calif. He will work out of Rounds' San Francisco headquarters. Brown comes to Rockport and Rounds with a purported background knowledge gained through many years in redwood industry on West Coast. He also has had extensive experience working both in Eastern sales offices and directly at redwood mill offices.

●

COLUMBIA, S. C.: **Loxcreen Co., Inc.** — manufacturer of aluminum screen doors, railings and columns—has just completed new plant here which affords additional 25,000 square feet of manufacturing space. Firm's Dallas, Texas, plant likewise was recently enlarged by 10,000 square feet.

ATLANTA, GA.: **Preway Inc.,** manufacturer of built-in kitchen appliances, has opened new Southeastern office and salesroom here. In charge of operations is R. W. Fordyce, Southeastern sales manager, who supervises representatives in Florida, Georgia, Alabama, Tennesee, North and South Carolina, West Virginia, Maryland and District of Columbia.

AVONDALE ESTATES, GA.: Jack Clark has been appointed general sales manager of **One-In-All Corp.,** manufacturer of Big Bear — Little Bear patented toilet seat.

IRWIN, Pa.: **Weather-Proof Co.** has opened complete new WEPCO plant and warehouse here. Facilities have been set up to expedite service, production and distribution of WEPCO aluminum building products for Eastern distributors and dealers. George Andrews has been appointed superintendent of the plant.

CLINTON, MO.: **Alva Allen Industries** has appointed Matt P. Hirt of Shawnee, Kansas, as their factory representative for the Dixie states of Missouri, Oklahoma, and Kansas.

CITY OF INDUSTRY, CALIF.: New plant of **Ajax Hardware Corp.** adds more than 100 per cent in space, plus giving complete modernization of production facilities to triple its capacity. Move by Ajax from its old site on Valley Blvd. was made in sections over two month period to obviate need for interruption of production. Company's total plot covers nine acres, two-and-one-half acres of which are under roof.

RICHMOND, VA.: Assets of **Reynolds Metals Co.** increased nearly $100 million in 1959, according to its annual shareholders' report. Net income for 1959 was highest in its history, $44,761,000, compared to $39,364,000 in 1958. Sales also set new record, $489,263,000, compared to $445,549,000 in 1958.

WATERTOWN, MASS.: A. L. Lewis and F. J. Shepard Jr., cofounders of **Lewis-Shepard Products, Inc.,** here, celebrated their 45th year in April as pioneers and active business partners in manufacturing and sales of materials handling equipment. The firm was founded in 1915 in Boston, Mass.

MIAMI, FLA.: **Gang Nails, Inc.** has joined American Institute of Timber Construction as an associate member. This manufacturer of hardware for high speed assembly of trussed rafters will be represented in the Institute by J. Calvin Jureit, president.

CHICAGO, ILL.: **Zonolite Co.** has appointed two Southern salesmen. They are Joe E. Mitchell of Ft. Lauderdale, Fla., assigned to the Miami district; and Rodney F. Scarbrough, Memphis, Tenn., who will cover west Tennessee, north Mississippi, and eastern Arkansas.

LIMA, OHIO: **Lima Register Co.** has appointed C. W. Gupton district manager of territory including Virginia, North Carolina, South Carolina, and Georgia. Gupton, resident of Decatur, Ga., succeeds Jack Thomas.

NEW YORK, N. Y.: **Flintkote Co.** has entered into formal agreement calling for acquisition of **Harry T. Campbell Sons' Corp.,** Baltimore firm with annual sales in excess of $19-million.

VAILS GATE, N. Y.: Thomas Vesey of Philadelphia has been named sales representative for **Mastic Tile Division, Ruberoid Co.** Vesey's territory will include east shore of Maryland and Delaware.



RICHARD C. HICHENS has been promoted to Southern District sales manager by Versa Products Co., Lodi, Ohio, manufacturers of ornamental iron railings, facades, lamp posts, and similar items. He was formerly sales representative for Versa Products in Northern District.

●

LODI, OHIO: **Versa Products Co.,** manufacturers of ornamental iron railing and columns, will market complementary line of lantern posts, formerly handled by parent organization, Locke Mfg. Co. Transfer of marketing responsibilities to Versa will reportedly mean lowered prices, pre-paid freight shipments, and increased emphasis on promotional assistance to distributors and dealers.

CHICAGO, ILL.: New one-story factory, completely modern and adjacent to International Airport, will greatly increase production facilities for **National Rollex Corp.** Plant has sufficient land to allow for additional 100% expansion. Roll forming specialists, National Rollex services roofing and siding industry with all types of painted and unpainted accessories. Increased facilities permit manufacture of additional items for building industry and special shapes for other industries.

CHARTER OF INCORPORATION: **Independence Mfg. Co., Inc.,** insulating materials, listing capital stock of $100,000.

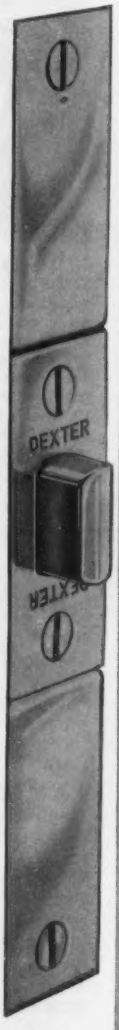
KANSAS CITY, MO.: **Potlatch Forests, Inc.,** will open sales office here, with A. J. Rapp Jr. as manager.

CHATSWORTH, ILL.: Jack Kalabza has been appointed manufacturer's representative for Homeshield line of **American Screen Products Co.** Territory covered by Kalabza will include Maryland, Delaware, Washington, D. C., and Fairfax County, Va.

NEW







DEXTER REPLACEMENT LOCKIT

- **Doubles your profit** — you sell a Dexter lockset with every LOCKIT
- **Completely covers** all holes, scratches and unpainted areas
- **Fits all locksets** with 2 3/8" to 2 5/8" roses
- **Replaces all mortise locks** with escutcheons up to 7 1/4" in height
- **Large escutcheons** No. 1826 — 3 1/8" x 10" also available

Catalog No. 1830



LOCKITS are individually packaged, 10 to a self-selling carton

DEXLOCK BY **DEXTER**

DEXTER LOCK DIVISION

Dexter Industries, Inc. — Grand Rapids, Mich.

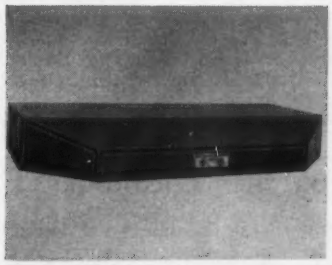
In Canada: Dexter Lock Canada Ltd., Galt, Ontario.
In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V. Monterrey. Dexter locks are also manufactured in Sydney, Australia and Milan, Italy.

BUY DEXTER

PRODUCT PARADE

VENTILATING FAN SYSTEM

Mixed-Flo ventilating fan used with ducted range hood is introduced by Broan Mfg. Co., Dept. SBS, Hartford, Wis.



Unit is incorporated in unitized packaged hood called Mixed-Flo Hood. Principal feature of compact, economical system is reportedly extra power provided for long duct runs and elbows. Only exhaust duct requires cabinet space. Hood offers vertical or horizontal discharge through standard duct 3¼" x 10".

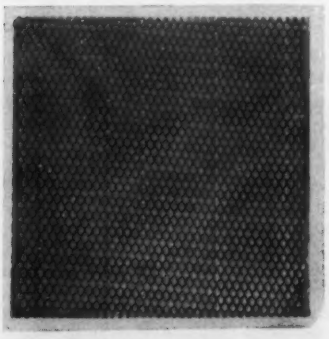
Other claimed advantages are: no rivets or trim strips, only five inches high, eye-level push-button controls, twin lights, and lifetime aluminum filter. Available in three widths.

Write E1 on reply card, page 85.

PAPER-BACK METAL LATH

Tilath, designed primarily for tile setting industry, has been developed by Alabama Metal Lath Co., Dept. SBS, 3425 Fayette Ave., Birmingham, Ala.

Available in both diamond mesh lath and ⅛" flat rib lath, it is back-



ed by asphalt impregnated paper. Paper said to be water-resistant, yet permeable. Two-in-one product enables tile setter to do two jobs at once. Used in place of separate felt and metal lath method, Tilath reportedly alone does complete job quickly, easily, eliminating waste.

Studs easily located for proper nailing, with no danger of damaging pipes, conduits or electric wires. Contractors report that product realizes savings of from $4 to $5 on every bathroom installed, possible because it cuts labor and waste, saves time and materials.

Write E2 on reply card, page 85.

WAIST-STYLE APRONS

Waist-style aprons, made of durable duck, are now available from L. M. Crow Co., Dept. SBS, P. O. Box 1159, Waco, Texas.

Aprons triple-stitched for long service, with big flared pockets for plenty of hand room. Ads printed in black, or color of your choice.



Aprons come in seven colors — white, orange, khaki, blue, green, yellow, and red.

Write E3 on reply card, page 85.

EXTERIOR BIRCH DOOR

Exterior birch and oak doors have been added to Plyoneer door line of Curtis Companies, Inc., Dept. SBS, Clinton, Iowa.

Featuring matched natural wood grains, exterior low-cost line offers book or slip matched birch or oak faces. All wood core is 3 x 3 ponderosa pine, with 2⅝" rails and 1 3/16" stiles. Greater lock block area provided, which including stiles gives 4 1/16" x 21" lock area on each side. Stock sizes available include 2/8 x 6/8 x 1¾ and 3/0 x 6/8 x 1¾.

Door line features all wood construction, including faces, frames, and cores. Balanced construction, controlled moisture content, and balanced veneers said to prevent warping and twisting.

Write E4 on reply card, page 85.

SANDPAPER HOLDER

Two-way No. 8 sandpaper holder, with both resilient and hard surface on which to clamp abrasive sheet, has been introduced by Red Devil Tools, Dept. SBS, Union, N. J.



Sandpaper can be secured to either curved face of resilient rubber or flat face of hard Tenite. Flip of single lever provides positive clamp action to secure abrasive at both ends.

Holder is six inches long and 2¾ inches wide and is supplied with sandpaper sheet. Also available is No. 8S with piece of Dragon-Skin, flexible steel sandpaper.

Write E5 on reply card, page 85.

RESCREENING KIT

Simple roller tool, 7¼" long, is offered by New York Wire Cloth Co., Dept. 55-SBS, 441 E. Market St., York, Pa.

It is only equipment reportedly needed to get into business of fitting new screens onto frames of aluminum and other metals. Frames may be rescreened while customer waits, since it takes only a few minutes per



frame. Opal rescreening kit includes instructions on proper use of screen roller and attractive window banner to aid in developing rescreening business.

Screen roller has concave-faced wheel 2" in diameter. Splines purportedly can be rapidly inserted on all types of metal frames with tool.

Write E6 on reply card, page 85.

WOODGRAIN REPRODUCTION

Decorative Panelyte woodgrains, available in matte finish called Lo-Glow to enhance real wood appearance, are offered by St. Regis Paper Co., Panelyte Div., Dept SBS, 150 E. 42nd St., N. Y. 17, N. Y.

Lo-Glow, which replaces surface glare with warm glow of natural wood, is said suited for applications wherever authentic wood reproduction is desired.

Reportedly, it practically eliminates surface glare, while retaining Panelyte's well-known heat- and stain-resistant properties.

Write E7 on reply card, page 85.

READY-MADE FENCING

Ready-made interlocking fence panels and posts—constructed of durable knot-free redwood — are marketed by Readymade Fence Div., Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

Said sturdily woven by machine process, fencing comes in four colors — white, green, red, and natural redwood. Same appearance on both sides. Built to last lifetime with natural weather-resistant redwood painted or stained to match home or left natural to obtain weathered effect.



Simple, inexpensive installation uses 4 x 4 grooved posts. Standard heights are 1′, 1½′, 2′, 3′, and 4′; standard length, 8′. Three-foot gates match all heights.

Write E8 on reply card, page 85.

PREFINISHED PANELING

Prefinished plywood paneling and matching flush doors, with warmth and beauty of hand-rubbed wood, are marketed under Lifeclad name by Simpson Logging Co., Dept. SBS, 1032 White Bldg., Seattle 1, Wash.

Patented process laminates grained or clear vinyl plastic film to plywood, creating permanent wood grain finish. Surface said to resist scuffing, fading, and staining. Also reportedly impervious to stains from ordinary household compounds. Washable with any common detergent or soap.

Simpson offers paneling and matching flush doors in five grained finishes. Manufactured in standard 4′ x 8′ and 4′ x 10′ x 14″ panels and



random-planked with V-grooves. Three-fourth-inch and other thicknesses also available.

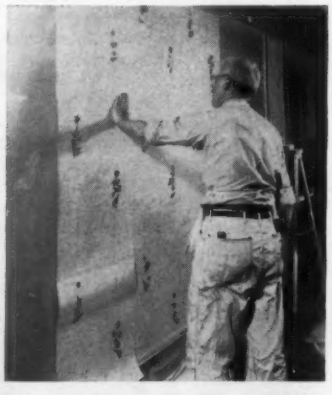
Write E9 on reply card, page 85.

VINYL WALL FABRICS

Completely washable wall covering of natural fibers and textured fabrics is offered by Polyplastex United, Inc., Dept. SBS, Union, N. J.

Reportedly for first time, decorative coverings such as genuine grass cloth and slubbed linen are protected against fading, dirt, and other injury by permanent invisible layer of scrubbable vinyl film.

Royaltex patterns range from loosely woven jute fibers and imported linens to dramatic designs utilizing genuine butterflies, leaves and sea heather against simple textured backgrounds. Can be maintained indefinitely by periodic washing with either soap and water or



ordinary detergents. Supplied in sheets approximately 8′ x 2′.

Write E10 on reply card, page 85.

ACID-RESISTANT ENAMEL

Chemical- and acid-resistant enamel has been developed by Bruning Brothers, Inc., Dept. SBS, 1800-1900 N. W. First Court, Boca Raton, Fla.

Bru-Tect epoxy enamel is claimed as having remarkable resistance to citric, hydrochloric, and sulphuric acids, in addition to fuel oil, road oil, kerosene and highly volatile distillates.

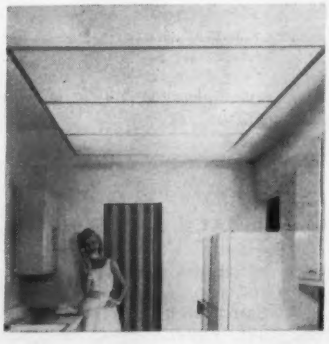
Manufacturer recommends product for road building, pools, patios, and all new cement surfaces. Applicable by brush or spray, it dries to tile-like, gloss finish. Also comes in Bru-Tect II (catalyzed epoxy finish). Both offered in 55-, 1-, and ¼-gallon containers.

Write E11 on reply card, page 85.

KITCHEN CEILING GRILLE

Modern-lite, prefabricated twenty-four square luminous ceiling, is introduced by Sta-Brite, Dept. SBS, 3550 N. W. 49th St., Miami, Fla.

Reportedly can be assembled and installed by "do-it-yourselfer" in 15 minutes. Each unit made of louvered grille-work, in variety of colors, trimmed in natural or gold anodized aluminum.



Said easily dismantled and cleaned by merely dipping grille-work in detergent bath.

Write E12 on reply card, page 85.

GAS-ELECTRIC OVEN HOOD

Attractive styling and powerful 10″ fan-blower are reportedly features of oven hood, developed by Emerson Electric Mfg. Co., Dept. SBS, 8100 Florissant Ave., St. Louis 36, Mo.

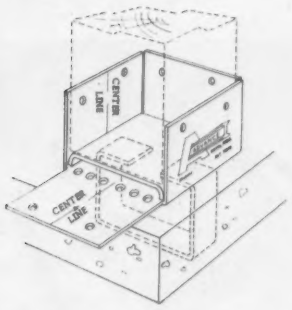
Designed to add extra beauty of modern gas or electric built-in ovens, hood purportedly removes smoke, grease and heat. Air delivery volume is claimed 45 per cent greater than any other oven hood on market, with filter area almost twice as large.

Easily installed with all types of built-in ovens, no sharp protruding edges. Comes in 24″, 27″, and 32″ sizes, in copperized or stainless, or colors to match any appliance colors.

Write E13 on reply card, page 85.

WOODPOST ANCHOR

Post anchor for protection of woodposts resting on concrete slabs has been developed by Advance Metal Products, Inc., Dept. SBS, 2445 N. W. 76th St., Miami, Fla.



Type A is built-in anchor for presetting on forms prior to pouring concrete slab. Built-in anchor automatically imbedded in concrete; and after forms are stripped, standoff plate to keep post off bottom is inserted in metal box. Weep holes drain any water flowing down post.

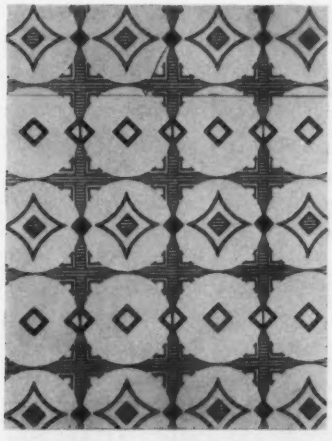
Type O available without built-in anchor for attaching to existing slabs by drilling for ½" shield and bolting with lag screw. Anchors claimed to eliminate termite rot and protect woodposts from deterioration and scuffing.

Write E14 on reply card, page 85.

LAMINATED PLASTIC

Quadrille, laminated plastic design featured in *House Beautiful's* 1960 Pacesetter home, is marketed by Formica Corp., Dept. SBS, Cincinnati, Ohio.

Pattern available in 4' x 8' sheets and in four color combinations — medium blue on light aqua, gold on



white, white on grey, and white on beige. Created for distinctiveness and combined with easy-maintenance qualities of laminated plastic, Quadrille said to harmonize dramatically with variety of commercial and residential room decors. With over-all design, it is adaptable to countertops and tables, as well as cabinets, walls, and other vertical surfaces.

Diamond-circle motif, in 2" increments, permits cutting and application with no break in geometric pattern's crisp uniformity.

Write E15 on reply card, page 85.

ONE-PIECE DOOR LOCK

Foolproof burglar protection and guaranteed privacy reportedly can be had in home or office with one-piece Sasse Flip-Lok, manufactured by Ekstrom Enterprises, Dept. SBS, P. O. Box 187, Pomona, Calif.

Door lock mounts on inside of door-frame with two screws. Designed to fit all doors opening inward. Purportedly will not mar woodwork or door appearance. Fingertip touch controls both locking and unlocking process. Tested and



guaranteed to hold fast, lock is solid polished brass or chrome finished.

Write E16 on reply card, page 85.

EXTENSION DRAWER SLIDE

Lightweight, full extension drawer slide is distributed by Knape & Vogt Mfg. Co., Dept. SBS, 658 Richmond, N. W., Grand Rapids, Mich.

Features of drawer slide claimed are: full extension to bring drawer completely out of cabinet; easy adaptation to various length drawers; and easy installation. Slide engineered for easy positioning with no special templates required. Only 9/16" clearance needed on each side of drawer.

Nylon rollers said to guarantee long life of smooth operation for slide, designed to hold up to 50 lbs. without sagging, even when fully extended. Soft rubber pads and tips cushion rollers and drawer face against wear, also eliminate noise. Built-in stops prevent accidental removal. Channels are heavy-gauge zinc-plated steel. Comes in three standard sizes: 16", 18" and 22", fitting drawers from 15" to 29" deep.

Write E17 on reply card, page 85.

ROOFING-SIDING SHEET

Twin-Rib, low cost, lightweight aluminum sheet designed for re-roofing and siding market, is now available from Kaiser Aluminum & Chemical Corp., Dept. SBS, Kaiser Center, 300 Lakeside Dr., Oakland 12, Calif.



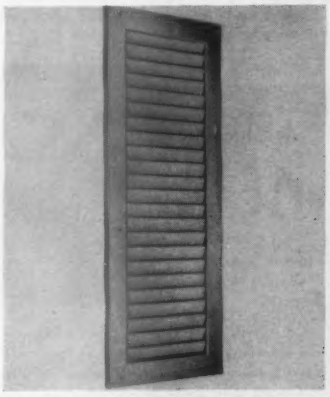
Material can be applied directly over old roofs or solid sheathing without additional roof supports. Deep ribs and wide troughs provide for heavy rain run-off. Sheets available for net 48" wide coverage in lengths from 6' to 16'. Comes in 10 sheets per bundle, all lengths. Estimated weight per square is 27.1 lbs.

Write E18 on reply card, page 85.

ALUMINUM SHUTTERS

Rugged shutters, with one-piece aluminum slats locked into heavy continuous aluminum frame, are now offered by Louver Mfg. Co., Dept. SBS, 3601 Wooddale Ave., Minneapolis 16, Minn.

Shutters come from factory completely assembled, with pre-drilled corner holes equipped with eyelets



for faster, easier mounting. Finished in white baked enamel prime coat. One-hundred per cent aluminum construction reportedly prevents rotting, warping, cracking or splitting.

One-piece aluminum slats locked in continuous frame — strong, durable, yet lightweight and attractive. Complete range of 16 sizes for all standard windows.

Write E19 on reply card, page 85.

POLYETHYLENE CARTON

Polyethylene film, Sisalite, in handy dispensing cartons, is available from American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

Film is edge-marked at every foot, showing mil thickness. Roll comes in widths of 6′ to 20′ in both clear and black, packed in lightweight, easy-to-handle cartons. Cartons take minimum space, said ideal for over-counter retail sales of short lengths.

Clearly marked edge printing of footage and mil thicknesses reportedly means quick identification and ease of measuring for both retailer and customer. Colorfully printed cartons also serve as in-store display. Dispensing cartons and edge printing available for both four and six mil Sisalite at no additional charge.

Write E20 on reply card, page 85.

ELECTRIC BASEBOARD

Two-foot electric baseboard, with 500 watt power rating and shipping weight of eight pounds, is announced by Spartan Electric Radiator Corp., Dept. SBS, New York, New York.

New model, known as Spartan B5, has double thickness deflector, claimed to not only add to appearance of unit, but to lower surface temperature by 20 degrees.

Write E21 on reply card, page 85.

NEW Jayhawker® MODEL 50

ALL ALUMINUM SCREEN DOORS

FOR LASTING BEAUTY AND PERMANENCE

LOW PRICED Costs no more than common wood doors when you add their extra cost of hanging, painting and upkeep.

RUSTPROOF Aluminum wire screening will never rust or discolor in any weather.

NEVER WARP Frame has hidden non-sag braces built into all four corners.

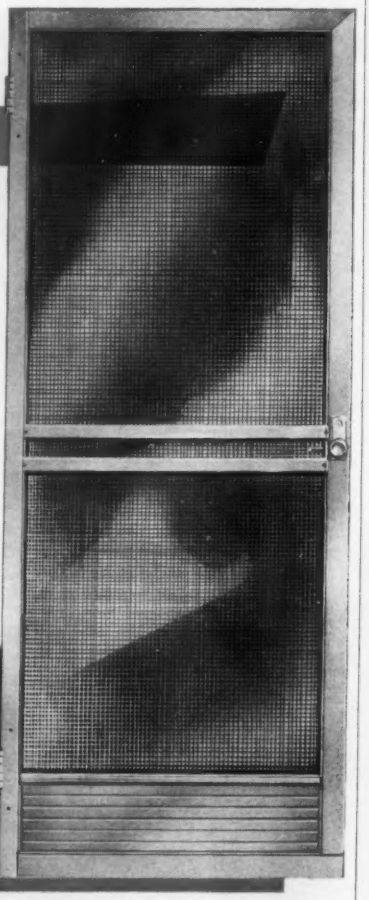
RIGID Fully framed kick plate is multi-ribbed for extra strength and beauty.

STURDY Concealed hinges have genuine Oilite never-squeak bushings.

TOP QUALITY Knob type latch; rustproof stainless steel screws.

EXPANDER Channels provide instant fit to any door opening. Patented hinges need no mortising to install.

DECORATIVE Grille (optional accessory) adds beauty and protects screening. Pneumatic closer also optional.





SUGGESTED RETAIL $16.95 WITH HARDWARE (EXCEPT CLOSER)

Here is the door to more profits for you, more value to your customers — the new Model 50 Jayhawker. It's all aluminum, yet priced to compete with wood doors, fitted and painted. Quality, beauty, long life sell this door to homeowners, builders, rental managers. Powerful display and selling helps are free to you. Send for the full story . . . now!

manufactured by MODERN PRODUCTS inc. McPHERSON, KANSAS

MODERN PRODUCTS, INC., McPHERSON, KANSAS

Tell me about the Jayhawker Model 50 door. I am a ☐ Jobber ☐ Dealer. (If a dealer, please write name and address of your jobber in margin below yours.)

NAME_____

ADDRESS_____

EIGHT-INCH JOINTER

Features to provide quick, simple, and accurate method of knife installation for 8″ jointer have been introduced by Rockwell Mfg. Co., Delta Power Tool Div., Dept. SBS, 468 N. Lexington Ave., Pittsburgh 8, Pa.



Precision-ground index stop and spring-loaded knives facilitate setting of new or sharpened knives accurately in jointer cutterhead. Index-stop fastens to cutterhead housing of jointer, locking cutterhead in correct position for setting knives and serving as stop-gage to automatically locate knives in cutterhead for precision rabbeting operations.

Second feature provides unique method of holding knives at proper height while being locked into position.

Write E22 on reply card, page 85.

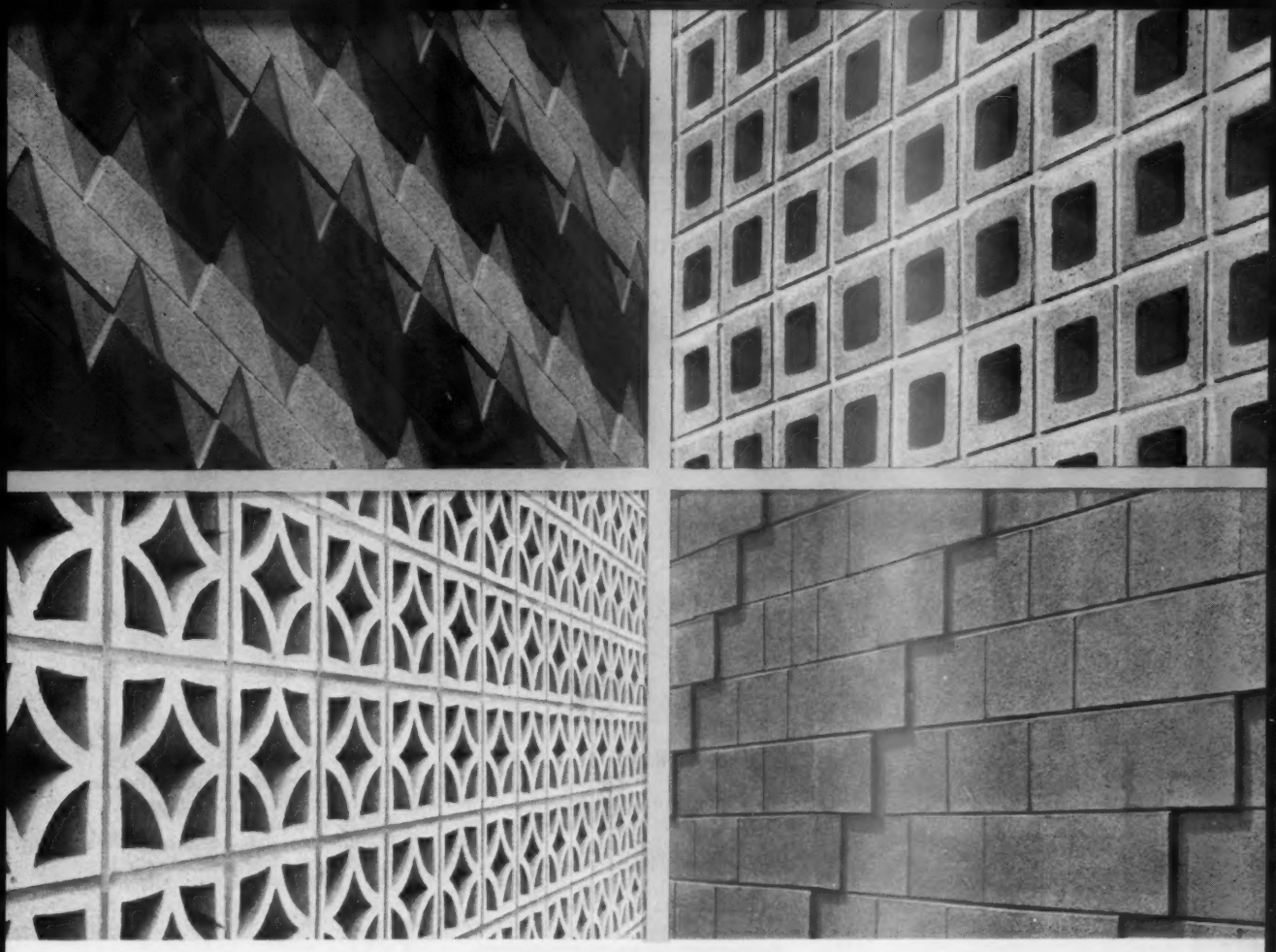
HARDWOOD LONG LEGS

Leg length, 35″ — suitable for worktables, counters, stand-up desks, table tennis set-ups, buffet tables, servers, and drawing boards — has been added to line of round, tapered, hardwood legs manufactured by Dennix Products Co., Dept. SBS, 33-Ten Downing St., Flushing 54, N. Y.



Dandy long legs come with brass ferrule and straight attachment bracket, or with plastic swivel glide and flare attachment bracket. Sanded smooth, they are ready for appropriate finishing.

Write E23 on reply card, page 85.



Plain or fancy...

you can sell Dur-o-wal for just about any kind of masonry wall

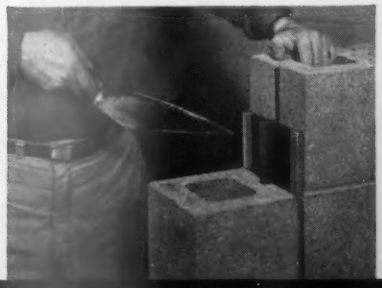
Hats off to today's architects for a new world of beauty in block. Orchids to builders everywhere for making that beauty last with Dur-o-wal. It's the rare block pattern, plain or fancy, that does not permit America's most widely wanted masonry wall reinforcement. And just about every time you sell a load of block, you can also sell Dur-o-wal!

Dur-o-wal's trussed, butt-welded construction—with deformed rods that lay straight and flat—has been *engineered* to do a job. Increases the flexural strength of a masonry wall at least 71 per cent, as much as 261 per cent, depending on the weight Dur-o-wal used, number of courses, and type of mortar. This makes for truly permanent masonry wall construction and looks.

For sales information, contact any of the eight Dur-o-wal locations below. We're set up for service!



Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.



DUR-O-WAL®

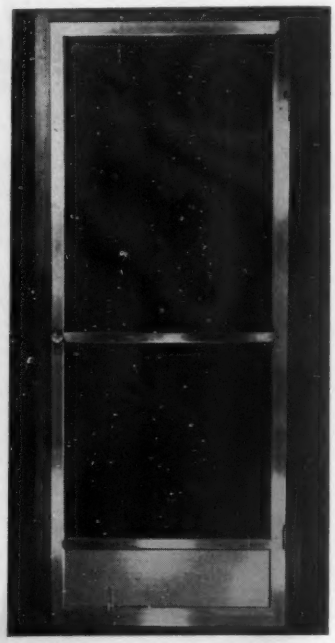
Masonry Wall Reinforcement and Rapid Control Joint

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

Dur-O-waL Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-waL Prod., Inc., Box 628, **SYRACUSE, N. Y.** Dur-O-waL Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-waL Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-waL of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-waL Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-waL of Colorado, 29th and Court St., **PUEBLO, COLO.** Dur-O-waL Inc., 165 Utah Street, **TOLEDO, OHIO**

ALUMINUM SCREEN DOOR

An all-aluminum screen door, said to be especially created for Southern homes, has been introduced by Perfection Metals, Inc., Dept SBS, Lilburn, Ga.



Called "Dixie Door," item is constructed of corrosion-resistant Alcoa extrusions and features a 13" ridged-embossed kick plate for extra strength. It is equipped with mitered styles and rails and durable extruded corner angles.

Snug installation purportedly is assured by wide expander bars that adjust a full inch both horizontally and vertically. All hardware needed for installation is included. Sizes range from 2' x 6'8" to 3' x 7'.

Write E24 on reply card, page 85.

CORK MATERIAL LINE

Cork material, reportedly with unlimited applications for floors and walls, is offered in 16 colors by Gotham Materials, Inc., Dept. SBS, 91 Weyman Ave., New Rochelle, N. Y.

Color-Cork provides broad range of pastels and deep shades. Rolls come in lengths up to 90', widths of 36", 42", 48", and 78", thicknesses of ⅛" and ¼". Tiles made in squares are 6", 9", 12" and 18" by ⅛" or ¼" thick.

Said to be durable and effective acoustical surface, lessening fatigue both by reducing sound level and by providing springy, resilient flooring. Purportedly will not show punctures —will not support combustion. Without need for periodic painting, cork is water-resistant, easily cleaned with soap and water. Applicable to all surfaces without special preparation, using standard adhesives.

Write E25 on reply card, page 85.

FIBER BOARD PANELS

Primed strong-wall panels have been introduced by Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

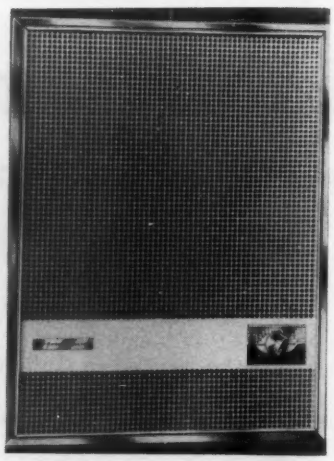
Fiber board product is claimed to have two coats of factory-applied, vapor-permeable, acrylic paint to withstand weather up to six months before final paint coat is required. Primed strong-wall panels, ½" x 4' x 8', are reportedly useful as low-cost interior wall surfacing for utility or temporary buildings. May also be used as interior wall lining.

Board and batten effect may be created by application of battens over joints and intermediate stud locations. Asbestos or wood shingles may be applied later directly to siding.

Write E26 on reply card, page 85.

FAN FORCED HEATERS

Line of built-in, fan forced heaters —designed for fast, easy installation where extra heat is needed — is announced by Emerson Electric Mfg. Co., Dept. SBS, 8100 Florissant Ave., St. Louis 36, Mo.



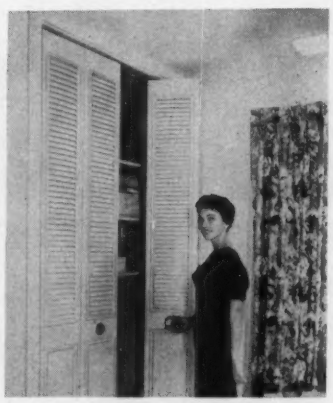
Built-in heaters purportedly circulate warm air automatically throughout room without heater itself becoming hot. Built-in thermostat gives automatic room temperature control. To prevent heat streaking, frame fits inside main box eliminating hot air leakage between heater and wall.

Four models in line have ratings ranging from 1500 to 4000 watts and develop from 5120 to 13,650 BTU. All rated 240 volts, and are 20¾" high by 16" wide, and 4¾" deep.

Write E27 on reply card, page 85.

LOUVERED CLOSET UNIT

Louvered doors with practical and desirable convenience of steel folding doors are marketed by Amweld Building Products, Dept. SBS, Niles, Ohio.



Each panel louvered at top with solid panel below. Molding surrounds louvered area, concealing all edges. It also serves to effectively sound deaden each panel and acts as stiffener, making each rigid and silent in operation.

Folding door units furnished as package complete with brass door pulls, upper and lower track and all hardware. Said easy to install, doors open and close smoothly on lifetime nylon pivots. Factory finished in antique ivory finish, they can be installed without painting or baked-on factory coat can serve as neutral primer.

Available in 6' 8" and 8' 0" high units in 3', 4', 5' and 6' widths.

Write E28 on reply card, page 85.

HEAT-REPELLING PAINT

Coating that reflects sun's rays so as to make asphalt and concrete surfaces many degrees cooler than previously possible is manufactured by Al Chroma Paint Co., Inc., Dept. SBS, Stevens Point, Wis.

Paint said to contain heat-repelling qualities from minute flakes of aluminum pigment. Colors available are grass green and coral red. Formula lacking aluminum pigment called raven black.

Coating reportedly is ideal for patios, pools, driveways, parking lots, tennis courts, and playgrounds. Covers from 150 to 200 sq. ft. per gallon, obtainable in one-, five-, and 55-gallon containers.

Product purportedly seals blacktop surface with tough, durable coating to prevent erosion or water absorption. Highly resistant to gasoline, oil, and grease, paint is claimed to dry dust-free in two hours—completely dry in 12 hours.

Write E29 on reply card, page 85.

Areas in transition *from residential to industrial . . .* NEED VITRIFIED CLAY PIPE



Large diameter OCONEE Clay Pipe solves the sewage problems of neighborhoods like this, especially when they are developing into industrial centers.

All through the south there is industrial growth of great proportions. OCONEE'S new plants and increased production serve this southern advancement with longer, stronger and more uniform vitrified clay pipe.



Clay Pipe is the *safe* pipe for sewerage lines that carry both residential and industrial wastes. Clay Pipe permits unlimited industrial expansion—because it handles any concentration of corrosive chemicals that future growth may bring. It protects residents from danger of epidemics and disease . . . is unaffected by acids and gases formed from any mixture of wastes in the line. It *never* wears out. The manufacturers of Vitrified Clay Pipe cooperate to make this fine product even better through research and testing. You can be sure you're getting the latest and best when you use Vitrified Clay Pipe.

OCONEE
CLAY PRODUCTS CO.
Milledgeville, Ga.

Vitrified CLAY PIPE
CLAY PIPE NEVER WEARS OUT!

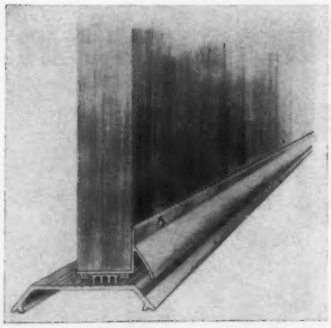
C-454-1

DRIP CAP—DOOR BOTTOM

Combination drip cap and door bottom is newest product added to line of building products by Macklanburg-Duncan Co., Dept. SBS, Box 1197, Oklahoma City 1, Okla.

DCV made of sturdy extruded aluminum with tough, durable vinyl insert. Designed for use on all exterior doors, drip cap reportedly sheds water easily. Four vinyl air baffles touch against threshold to stop drafts, keep out dust and weather. Slotted screw holes allow quick, easy installation and full adjustment for efficient seal.

Also introduced is extruded aluminum threshold AFF 3½", especially designed for use with combination drip cap and door bottom. Each comes in standard lengths of 32", 36", 42" and 48", or cut to size.



Write E30 on reply card, page 85.

RESIDENTIAL LOCKSETS

Modernization kit for converting old-style, mortise locksets to "400" line of residential locksets is marketed by Kwikset Div., American Hardware Corp., Dept. SBS, 516 E. Santa Ana St., Anaheim, Calif.

Kit has been made larger to accommodate 2⅝" rose. It reportedly has been engineered for quick, easy installation, converting unattractive, inefficient locks to modern locksets.

Kit manufactured from wrought brass or bronze, consisting of two rectangular trim plates, latch plate, and strike. Available in all popular finishes. Packaged in individual box complete with template for positioning new holes to be drilled, and simple instructions.

Write E31 on reply card, page 85.

STUDLESS METAL LATH

Technical bulletin entitled *Studless Metal Lath and Plaster Two-Inch Solid Partitions* is now available free from Metal Lath Manufacturers Assn., Dept. SBS, Engineers Bldg., Cleveland 14, Ohio.

Details of studless metal lath and plaster solid partitions are illustrated. Channel studs eliminated by erecting metal lath with its long dimension vertical and fastening it to ceiling and floor. Ordinarily standard length of lath establishes height of partition at 8' plus 4" for ceiling runners and base.

Temporary bracing gives rigidity to lath while it is being plastered on one side. Braces removed to permit plastering to total thickness of only 2".

Write E32 on reply card, page 85.

SHEET METAL SCREW

Sheet metal screw that "drills its own hole" and fastens in one operation is introduced by Air Control Products, Inc., Dept. SBS, Coopersville, Michigan.

Known as Spee-D, screw said to eliminate completely hole-punching and drilling. Reportedly cuts labor cost in half. Special magnetized drive chuck is key to self-drilling operation. Fits any size Spee-d screw, holding screw firmly in place while being driven. Screw made of special heat-treated steel, with slotted hex washer head and sharp type "A" pinch point.

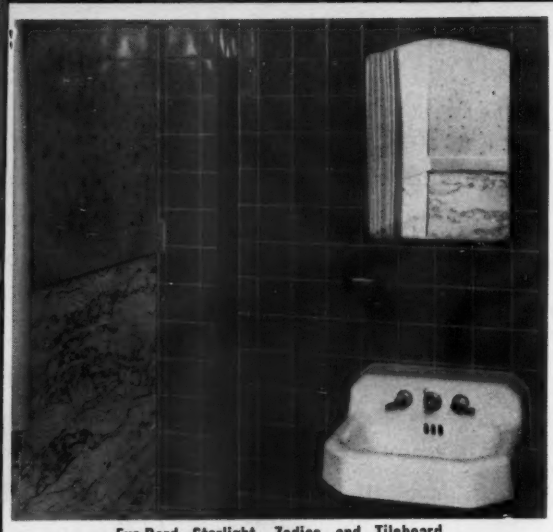
Available in four popular sizes, two popular packs, two price ranges, and bright electroplated finish.

Write E33 on reply card, page 85.

NEW Exa-Bord with HSC

• Extra Easy to Sell • Extra Profit • Extra New

A full line of Modern Patterns



Exa-Bord Starlight, Zodiac and Tileboard are used in this attractive bathroom.

INCREASE YOUR PROFITS

New Exa-Bord with HSC (Hard Seal Color) has received immediate consumer acceptance.

This complete line of easy-to-sell patterns is manufactured in the Southeast and is available from stock for immediate shipment.

Get complete details on how *you can save on freight and increase your profits* with NEW Exa-Bord with HSC.

The Deka Corporation

Manufacturers of Prefinished Wall Panels

P. O. BOX 8026, STATION F / TRinity 5-0341 / ATLANTA 6, GEORGIA

NEW Pacqua IRB

Insect Repellent Board

is permanently protected against insects and fungi



Pacqua, Inc.
IRB

has perfected an important new product called Insect Repellent Board that is revolutionizing the building industry in humid areas where insects and fungi are serious problems.

Each particle throughout the entire thickness of the board is completely treated with fungi and insect-proofing chemicals (not a surface coating) giving lasting protection.

IRB Board gives this protection anywhere in home, office or industrial construction.

Architects in many parts of the tropics are specifying IRB Board for such important projects as resort hotels and military housing.

Now's the time to inventory these new products . . . Get ready for those big volume sales to your builders. Tremendous potential for high volume—big profits!

IRB

PROTECTION AVAILABLE IN:

Par-TEX OF DILLARD, OREGON — Exterior
for siding
sheathing
roof decking

Par-TILE Patent Pending
for wood block flooring

Par-WOOD OF DILLARD, OREGON — Interior
for paneling, partitions, cabinets, underlayment, dividers, etc.

Manufactured by
Pacqua, Inc.
a subsidiary of Pacific Plywood Co.
Dillard, Oregon

CLIP THIS COUPON TODAY!

PLYWOOD SERVICE, Inc.
P. O. BOX 78, DILLARD, OREGON

☐ Send full information on IRB Insect Repellent Board. No obligation. SBS 5-6
☐ I am interested in becoming a ☐ dealer, ☐ distributor, ☐ other.

NAME _____ TITLE _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

International Sales Representatives
PLYWOOD SERVICE, Inc.
Phone OSborne 9-8781, TWX RS 8054-U
One call for all Plywoods, Particle boards

SILENT SALESMEN

UTILITY KNIFE CARD

Versatile UK55 utility knife is now individually mounted on two-color pre-priced pegboard card. Carded knife, including five extra blades in handle, is packaged in boxes of six.



Blade can be set in six positions for such varied uses as scoring and cutting wallboard, cutting corrugated boxes, and wood carving. Tool also can be used as linoleum knife or window scraper.

Contact: Red Devil Tools, Dept. SBS, Union, N. J.

PROMOTIONAL MATERIAL

Keyed directly to "Fascinating Ideas" theme are point-of-purchase materials to help Weyerhaeuser dealers tie-in locally to national promotion.

There is monthly plan folder giving drawings and construction information for three building ideas



featured in current ad, with ad proof. Ad mats and radio spots for dealer use offered. Copies of sales kits will contain publication, "Dealer Merchandiser," to bring sales ideas, merchandising plans, and product information to dealers regularly.

Rotating, three-sided counter stand displays ad proof, various plan folders and plan books, and product sales literature.

Contact: Weyerhaeuser Co., Lumber and Plywood Div., Dept. SBS, First National Bank Bldg., St. Paul 1, Minn.

FIBERGLASS SKYLIGHTS

Featured in retail promotion of fiberglass reinforced skylights is free-standing dealer display which combines product selection with usage suggestions.

Measuring 19" deep, 24" wide, and 6½' high, three-dimensional display is delivered completely assembled with mounted, full size self-flashing yellow single dome unit and cross-section of blue curb-mounted double-dome model.



Photos and copy illustrating variety of uses, plus literature pocket, said to provide ample information to pre-sell. Space provided in display rear for mounting light fixture to demonstrate light-diffusing features. Sturdily constructed of reinforced plywood with tripod base.

Contact: Consolidated General Products, Inc., Dept. SBS, 2401 Nicholson St., Houston 8, Tex.

ALUMINUM ALLOY NAILS

Aluminum nails, made stiffer to drive better, are available by count in factory-sealed pilfer-proof, pull-string boxes. Each box contains right number of nails for specific application.

Nails reportedly will not rust or stain, made from special aluminum alloy.

Contact: Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

CEILING TILE WHEEL

Unique ferris wheel which displays 10 Barretone ceiling tiles is now available to retail dealers.

Requiring less than four square feet of floor space, it presents various decorative and acoustical ceiling tiles that make it easy for home handyman to install new ceiling in few hours.



Contact: Barrett Div., Allied Chemical Corp., 40 Rector St., N. Y. 6, N. Y.

SANDPAPER DISPLAY RACK

Two display racks are offered to help hardware and paint dealers merchandise sheets of Bear sandpaper. Racks reportedly consume little counter space because they provide full-size top shelf for display or storage of other goods.

No. 60-T vertical sandpaper rack uses less than square foot of counter space, measuring 11" x 11" x 28". No. 60-S horizontal low-boy sandpaper rack, introduced for first time for either counter or shelf display is 21" x 14" x 14".



Both self-service units have handy strips for stickers, showing price and grit sizes, plus four-color lithographed metal sign.

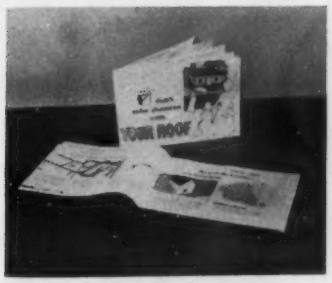
Contact: Behr-Manning Co., Div. of Norton Company, Dept. SBS, Troy, N. Y.

DEALER ROOFING BOOKLET

Booklet entitled "Don't Take Chances with Your Roof" is offered free to roofing dealers and contractors to stimulate re-roofing during spring and summer months.

Sixteen-page illustrated booklet tells home-owners how to spot conditions that indicate roof failure. Sales tool has room on back page for dealer or applicator to imprint name.

Booklets may be used with return postcard, mailed to prospects offering them roofing booklet free. Return portion provides space for name, address, and best time for dealer to call on prospect.



Contact: Johns-Manville Corp., Dept. SBS, 22 E. 40th St., N. Y. 16, N. Y.

CABINET HARDWARE UNIT

Complete cabinet hardware department can be erected in less than one square foot of counter space. Revolving, compact display can be used in windows; on top of merchandisers; mounted on pegboard, walls, or posts; and on counters or islands.



Dealer can make own display selection from 22 different available picture frame displays. Material reportedly can be easily changed.

With each No. 2560-EH revolving display is packed extra hardware for resale.

Contact: Amerock Corp., Dept. SBS, Rockford, Ill.

DEALER NEWSPAPER AIDS

First 1960 newspaper service edition for home modernization is being distributed to daily and weekly papers by U. S. Steel. Consists of eight full-size newspaper pages of advertising and editorial material.

Book organized for use as space selling presentation. Potential home modernization advertiser categories covered include plumbing, heating, air conditioning, appliance, kitchen specialist, hardware, contractor, building supply and lumber yard.

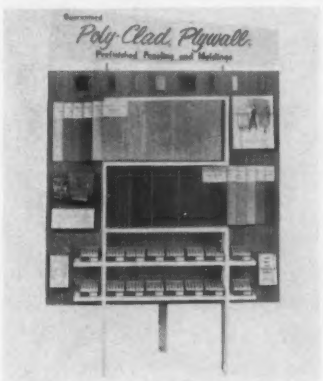
Back page shows how ad elements can be combined to make layouts from four columns to full page.

Contact: United States Steel Corp., Dept. BSB, 525 William Penn Place, Pittsburgh 30, Pa.

PANELING SAMPLE CENTER

Self-contained floor display — Poly-Clad plywall sample center — is designed for use in limited space. Includes 12" x 24" sample panels of each finish available, as well as samples of nine prefinished molding styles.

Literature racks provided, as are shelves for display of matching putty-stiks. Back board consists of ⅛" Poly-Clad paneling.



Overall dimensions are 4' wide x 7' high. Center supporting leg extended fully gives depth of only 18".

Contact: Plywall Products Co., Dept. SBS, P. O. Box 625, Fort Wayne, Ind.

POLYETHYLENE DISPENSER

Display merchandiser is available to help dealers boost sales of polyethylene roll sheeting. Seven sizes of sheeting can be displayed on unit which features "stop & sell" sign. Handy cutting bar is provided to facilitate sales of cut sizes.

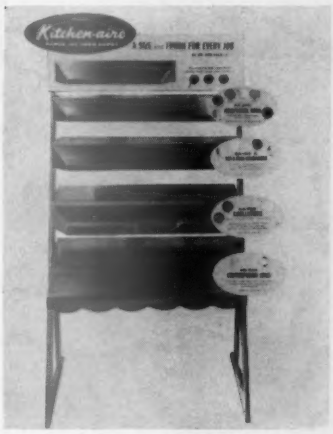
Compact merchandiser, occupying only 38" x 14" of floor space, can be obtained free.

Contact: Kordite Corp., Dept. SBS, Macedon, N. Y.

KITCHEN HOOD DISPLAY

Hood display high-lighting finishes, sizes, and five hood styles is offered as merchandise display in ultra-modern pastel colors.

Display, available to distributors at no cost, is 38" x 29".



Contact: Stewart Industries, Inc., Dept. SBS, 320 E. St. Joseph St., Indianapolis 2, Ind.

HUMMER SYSTEMS BOOK

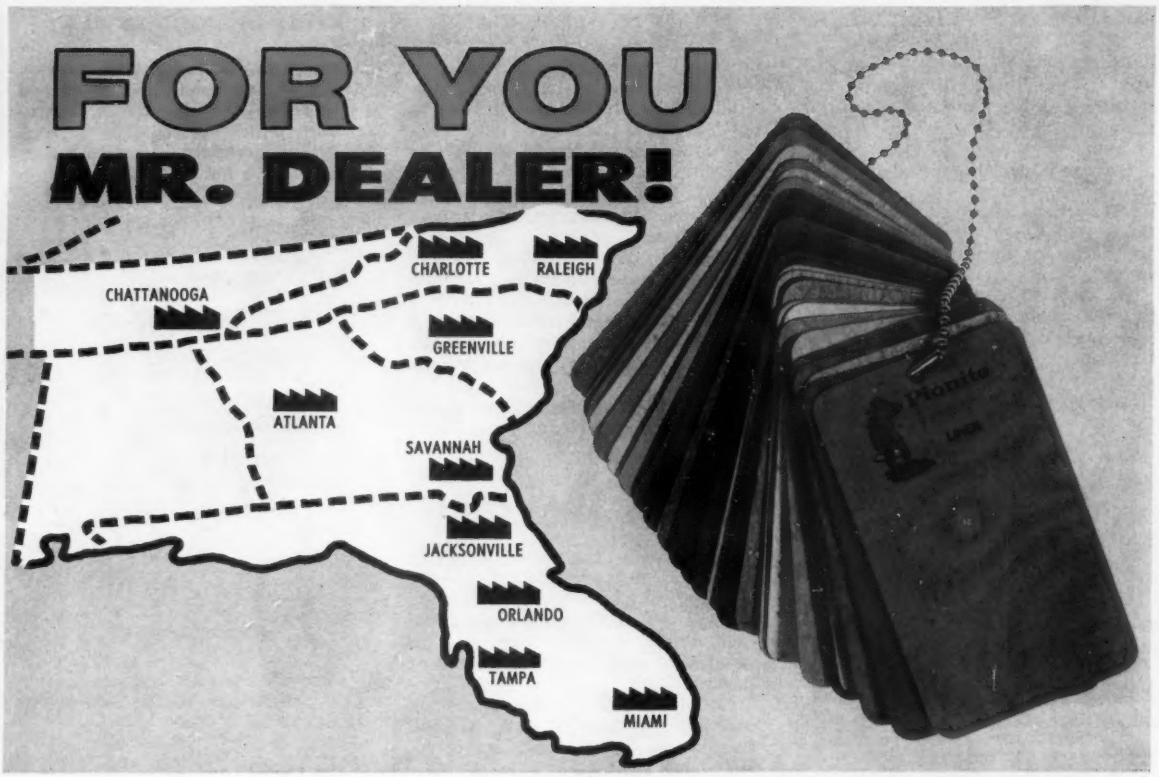
Space-saving, low-cost drywall systems, Hummer A, B, C, and D, described through step-by-step pictorial presentation in hard-backed book.

Hummer System A designed for applying, through lamination, two layers of gypsum wallboard to frame construction. "B" is method of constructing non-load bearing partitions of laminated gypsum wallboard.

"C" is factory-finished laminated gypsum wallboard construction for non-load bearing partitions. "D" provides advantages of double layer installation at reportedly lower cost through use of 8" gypsum board strips.



Contact: Bestwall Gypsum Co., Dept. SBS, 120 E. Lancaster Ave., Ardmore, Pa.



The Southeast's Largest Stocks of PIONITE LIFETIME LAMINATES

We're proud to say that Atlanta Oak Flooring can now give you the fastest service in the Southeast from the Southeast's largest plastics stocks. Ten warehouses containing every design and color of melamine armored Pionite Lifetime Laminates can deliver at least the same day you order . . . at most overnight. Half a million homes and thousands of industrial buildings will go up in the Southeast this year. You'll be needing this kind of service to keep up with the building boom . . . and you can get it exclusively from AOF anywhere East of the Mississippi or South of the Ohio-Potomac!

Don't forget the fact that AOF is known as the leading supplier to the Southeast of: Sugar, Ponderosa and Parana Pine; Redwood, Douglas Fir, Larch, Red Cedar, Fir Plywood, Redwood Siding, Hardwood Paneling, Domestic and Foreign Hardwoods, Oak and Maple Flooring.

The sign of supply for the finest hardwoods and building materials

AOF

ATLANTA OAK FLOORING CO.

GENERAL OFFICES AND PLANT, ATLANTA, GEORGIA

BRANCHES

CHARLOTTE, N. C. • RALEIGH, N. C. • CHATTANOOGA, TENN.
GREENVILLE, S. C. • SAVANNAH, GA. • MIAMI, FLA.
JACKSONVILLE, FLA. • ORLANDO, FLA. • TAMPA, FLA.

SALES-MAKER PROGRAM

Seminar No. 2 in National Retail Lumber Dealers Assn.'s sales-maker program, entitled "Selling the Whole Package," is a complete sales development course, tailor-made for lumber dealer personnel. Step-by-step instructions give dealer full data for conducting course.

Feature of program is 23-minute sound slide film that presents ABC's of taking single-item purchase and building it into package-sale.

Contact: Masonite Corp., Dept. SBS, 111 W. Washington, Chicago 90, Ill.

STICK PUTTY PACKAGE

Poly-Clad Plywall Putty Stik package features two special sales units designed to promote sale of Poly-Clad paneling and matching Putty Stiks in combination. Both displays contain 11 basic Putty Stik colors used with paneling, plus assortment of most-asked-for items.

Contact: Plywall Products Co., Dept. SBS, P. O. Box 625, Fort Wayne, Ind.

AUTOMATIC GUN TACKER

Counter display box for Duo-Fast CT-859 gun tacker is now available. Printed in two colors, it has extruded plastic tray to hold tacker in place.



Extra-powerful, smooth-working tacker reportedly has special driving mechanism to wallop home longer length Duo-Fast staples. Model, with 9/16" rosin-coated staple, is used for ceiling tile work. It has all features of standard model CT-850, plus extra power.

Contact: Fastener Corp., Dept. SBS, Franklin Park, Ill.

CONVENTION EXHIBIT

Dimension in lumber exhibits, called "Western Pine Region Lumber Forest," is now available to dealers. Exhibits will be displayed at 20 regional lumber dealer conventions during the year.

Forest consists of free-standing upright boards of varied lengths, widths, and end-shapes. Each board finished in rich, bright, deep or traditional color, pointing up current WPA color-on-wood campaign. All 10 of Western pine region's lumber species included. Trees of forest held upright by simple easel-like bases.

Contact: Western Pine Assn., Dept. SBS, 510 Yeon Bldg., Portland 4, Ore.

SHEET GOODS DISPLAY

Sheet goods display is designed so that dealer can feature any Armstrong sheet flooring. Unit includes two interchangeable back panels, one for plastic flooring and one for linoleum.

Material sample, 6' x 6', is fitted into slot on dummy roll and permitted to extend two feet in front of display. Fabric then is draped over sample to achieve decorator effect.

Piece of Cushion-Eze underlayment can be slipped under sample's front edge, so that customer can walk on and feel underfoot comfort of floor.



Contact: Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

HACKSAW MERCHANDISER

Four-page three-color "self-mailer," Silver Streak hacksaw display, is offered to building supply wholesalers.

Said to be first full line hand hacksaw display offered by American manufacturer. Mailer illustrates and describes display fully, outlining its profit-making possibilities.

Folder describes quality features of hacksaw blades and lists other wood and metal cutting saws. Mailers have space for imprinting.

Contact: Borg-Warner Corp., Atkins Saw Div., Dept. SBS, Indianapolis 25, Ind.

STIMULATING SALES ADS

Series of attractive advertisements in mat form is aimed at consumer in home handyman field. Attachable furniture legs, table legs, bedspring legs, and boxspring legs are featured in ads of various sizes in recently prepared "mats available" folder.

Central theme is "it's easy-to-do-it-yourself" with Dennix products. Ads all designed to create demand rather than to take advantage of only one.

Contact: Dennix Products Co., Dept. SBS, 33-04 Downing St., Flushing 54, N. Y.

CEILING STAPLE BROCHURE

Consumer envelope stuffer for dealers fully describes and illustrates advantages of Ceiltile staples in applying ceiling tile. Included are actual comparison test photos showing how best installation results can be obtained.

Contains authentic trade-marks of country's major ceiling tile manufacturers who have tested and approved staple for installing their products. Stuffer free upon request.

Contact: Arrow Fastener Co., Inc., Dept. SBS, 1 Junius St., Brooklyn 12, N. Y.

BUILT-IN OVEN DISPLAY

Convenient method of demonstrating "Vernois" gas and electric built-ins is provided by floor display. Developed to eliminate dealers' need for expensive cabinetry, two units occupy minimum space and can be used in window or on sales floor.

Also included with units is colorful silk-screened display sign which explains features of "Shadow Slim" counter top unit (only 3" deep) and oven.

Displays sturdily constructed of heavy steel, with attractive baked enamel finish to harmonize with seven decorator colors.

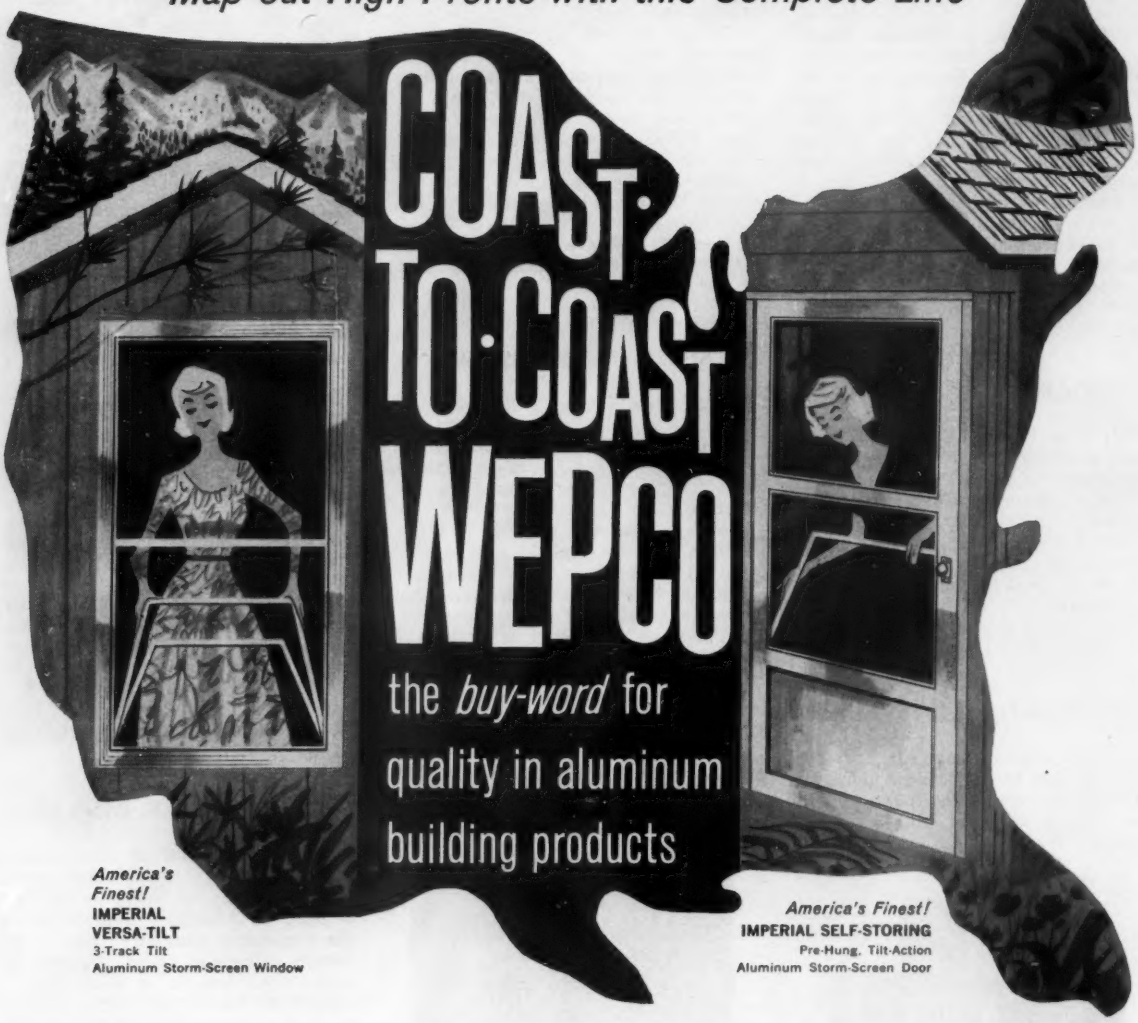
Contact: Mt. Vernon Furnace & Mfg. Co., Dept. SBS, Mt. Vernon, Ill.



Map out High Profits with this Complete Line

COAST-TO-COAST WEPCO

the *buy-word* for quality in aluminum building products



America's Finest!
IMPERIAL VERSA-TILT
3-Track Tilt
Aluminum Storm-Screen Window

America's Finest!
IMPERIAL SELF-STORING
Pre-Hung, Tilt-Action
Aluminum Storm-Screen Door

ONLY WEPCO... HAS A 20 YEAR RECORD OF QUALITY-ENGINEERED PRODUCTS

ONLY WEPCO... MAKES A COMPLETE LINE THAT IS SOLD AND SERVICED COAST TO COAST BY A NETWORK OF DEPENDABLE FIELD MEN AND WHOLESALERS

ONLY WEPCO... OFFERS A LIBERAL CO-OP PLAN PLUS NATIONAL ADVERTISING

ONLY WEPCO... IS SOLD EXCLUSIVELY BY LUMBER AND HARDWARE DEALERS

ONLY WEPCO... OFFERS YOU MAXIMUM PROFITS ON A MINIMUM INVENTORY

Guaranteed by Good Housekeeping

WEPCO

THE *BUY-WORD* FOR QUALITY IN ALUMINUM BUILDING PRODUCTS
LITCHFIELD, ILLINOIS

Distributed in this Area By:

Sash Door & Glass Corp. Richmond, Va.	Toombs & Company Springfield, Mo.	Central Warehouse Bristol, Va.	Roanoke Hardware Co. Roanoke, Va.
Reserve Warehouse Corp. Chattanooga, Tenn.	Dealers Warehouse Corp. Knoxville, Tenn.	Delph Hardware Company Charlotte, N. Carolina	Hassinger Wholesale Co. Greensboro, N. Carolina

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

MAY, 1960

Send information on these NEW PRODUCTS (fill in key numbers):

_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____

Send free information on these ADVERTISEMENTS:

Company..... Page..... Company..... Page.....
Company..... Page..... Company..... Page.....

My Name ..... Position.....
My Company's Name .....
Address (number and street) .....
City ..... Zone..... State.....

MAY, 1960

Send information on these NEW PRODUCTS (fill in key numbers):

_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____
_____ _____ _____ _____ _____ _____

Send free information on these ADVERTISEMENTS:

Company..... Page..... Company..... Page.....
Company..... Page..... Company..... Page.....

My Name ..... Position.....
My Company's Name .....
Address (number and street) .....
City ..... Zone..... State.....

These cards can help you get valuable information



Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies
806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies
806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA

HELPFUL BOOKLETS FREE

(Use reply card on page 85)

104 **Wrought Iron Railings, Columns** — Four-page catalog shows simplicity of new heavy-weight Phos-Fused railing section plus variety of column designs, in addition to different line of lantern posts and lanterns. Catalog shows what Phos-Fused is and what it does for home-owners. Complete dealer program is also discussed. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

147 **Residential Insulation** — Eight-page brochure compares insulating "U" values of ceilings and walls using different types of mineral wool insulating blankets. Provides application suggestions to meet variety of climate and construction requirements. Included are insulation recommendations for ceilings, side walls, unfloored attics, crawl spaces, and other unheated areas. Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

172 **Modern Wood Paneling** — Colorful literature describes Long-Bell's varieties of Flakewood paneling for quality interiors, and Ven-O-Wood paneling species. Other brochures show hardwood plywood featuring Super Satin-Surface, and Long-Bell Flakewall. Long-Bell Div., International Paper Co., Dept. SBS, Longview, Wash.

207 **Ventilating Louvers** — Details contain specifications on complete line of aluminum and galvanized LoManCo ventilating louvers. Information also available on exhaust fan vent hood for use with powered kitchen and bathroom exhaust fans. Louver Mfg. Co., Dept. SBS, 3601 Wooddale Ave., Minneapolis 16, Minn.

214 **Polyethylene Film** — Brochure features barrier film of virgin polyethylene — said to be tough, lightweight, durable, resistant to tearing, permanently flexible, and resistant to chemical attack. Reportedly it can be used for dust partition over subflooring, heat loss barrier, waterproof wrapping, drop cloths, protective canopies, closing-in breezeways, and winterizing porches. Also contains specifications and application information. Gering Plastics Div., Studebaker - Packard Corp., Dept. SBS, Kenilworth, N. J.

215 **Aluminum Screen Doors** — Literature and prices available describing low-priced all-aluminum screen door, Jayhawker Model 50. Door complete with kickplate, two pushbars, hinges with oilite bushings, and top-quality knob latch. Most important feature is ease of installation. Anyone reportedly can hang Model 50 Jayhawker in short time, whether experienced or not. Modern Products, Inc., Dept. SBS, 1031 W. Kansas Ave., McPherson, Kan.

217 **Fiberglass Panels** — Free kit contains complete outline of "dollars-to-dealers" advertising program for Filon fiberglass panels. Describes Filon's dealer promotional plans, available sales literature, and display material. Complete guide to Filon "Class A" dealer profits. Filon Plastics Corp., Dept. SBS, 2051 E. Maple Ave., El Segundo, Calif.

219 **Wood Bow Window** — Window fully described in booklet, with complete construction details and Simplified Selector Chart included. Ten standard sizes usable in all tyes of construction. Standardization, mass production, and exclusive Marvel-Lok joint makes this window easy to install and inexpensive to buy. Lee Millwork Corp., Dept, SBS, P. O. Box 506. Fairlawn, N. J.

220 **Polyethylene Film** — Folders describe and illustrate varied construction and farm uses of Durethene polyethylene film. Durethene is available in three thicknesses, up to 40' in width. Koppers Co., Inc., Durethene Plant, Dept. SBS, 7001 W. 60th St., Chicago 38, Ill.

221 **Indoor-Outdoor Particleboard** — "Par-Wood" interior particleboard is described as versatile, new indoor work horse in illustrated brochures. Shows uses for finished or unfinished products. Literature also available on wood flooring tile, wood floor underlayment, all-weather exterior board, and duo-faced paneling. Pacqua, Inc., Dept. SBS, P. O. Box 78, Dillard, Ore.

222 **Cabinet Hardware** — Matched sets of cabinet hardware shown in full color in No. 215 catalog. Assortment of knobs, pulls, hinges, and catches shown in variety of finishes. Catalog arranged so that hardware is grouped by function. Also included is convenience hardware, such as bottom mounting, center mounting, side mounting drawer slides, disappearing and revolving shelf hardware. Amerock Corp., Dept. SBS Rockford, Ill.

223 **Pallet Trucks** — Folder describes Anco pallet trucks for easy transportation of such building materials as roofing, siding, and gypsum lath. Slight pull on two handles reportedly tilts and aligns 1,000 lb. load of loose sacks into balanced position for improved handling. Anthony Truck Co., Dept. SBS, Paducah, Ky.

224 **Insulation Products** — Eight-page booklet tells what to look for in insulation, showing proper usage of three Zonolite insulating products. Guide features product advantages of insulating fill, glass fiber, and masonry fill, plus specifications. Insulating fill comes with a lifetime guarantee. Zonolite Co., Dept. SBS, 135 S. LaSalle St., Chicago 3, Ill.

225 **Paint Rollers** — Catalog and price list is available for Bestt Rollr professional and consumer paint rollers. It also includes displays offered, plus magazine reprints on articles pertaining to various types of rollers, their application, and advantages. Other products manufactured by company and described in catalog are trays, extension poles, and paint mitts. Bestt Rollr, Dept. SBS, Fond Du Lac, Wis.

226 **Aluminum Windows** — Brochure gives full information, including installation details, on Series 400 integral fin trim, self mulling single hung aluminum window. Manufactured in all A.W.M.A. standard sizes, Alenco Series 400 window is F.H.A.- and V.A.-approved, carrying quality-approved label of Aluminum Window Manufacturers Assn. Albritton Engineering Corp., Dept. SBS, P. O. Box 31, Bryan, Texas.

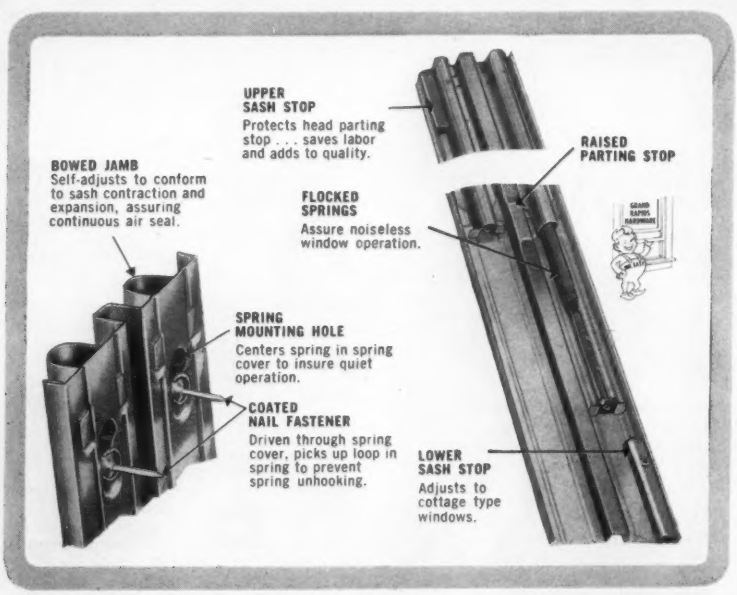
227 **Aluminum Products** — Twenty-six page catalog lists complete line from siding to windows, doors and accessories, giving detailed specifications, sizes and colors. This includes the exclusive Imperial self-storing, prehung storm-screen door and Imperial versa-tilt storm-screen window. Also part of catalog is cooperative advertising plan, showing mats available. WEPCO, Dept. SBS, P. O. Box 45, Litchfield, Ill.

228 **Waist-Style Apron** — Brochure contains information on waist style apron No. 112. Reportedly made of durable duck, triple-stitched. Big flared pockets for plenty of hand room and ad printed in black or color choice bring added features. L. M. Crow Co., Dept. SBS, P. O. Box 1159, Waco, Texas.

Editor's Note: To receive free booklets and product information, be sure to include a return address on reply card (as has not been the case with our reader in Orangeburg, S. C.).



UNSEASONABLE WEATHER did little to discourage attendance at the 52nd annual convention of the Southeast Missouri Retail Lumber Dealers Assn. at Cape Girardeau recently, as the above luncheon photo indicates. Morning session was devoted to discussion on "Intra-Industry Teamwork," participants in which were G. Kenneth Milliken, executive vice-president, Southwestern Lumbermen's Assn., Kansas City; James H. Wiseman, president, Southwestern Lumbermen's Assn., Searcy, Ark.; Harold W. Sparks, president, Lumber Yard's Supply Co., St. Louis; and Vern H. Elsen, district manager, Armstrong Cork Co., Kansas City. "Can the Retail Lumber Dealer Be Successful in Land Development?" was subject of afternoon program, speakers on which were Lester Woods, Partageville; George V. Stein, Lawton, Okla.; Jack Nowell, Cleveland, Miss.; and William Kies, Cape Girardeau. New SMRLDA officers elected were Vernon Landgraf, Cape Girardeau, president; Frank Huffman, Steele, vice-president; and Charles M. Kiefner, Perryville, secretary. Luncheon, sponsored by 81 manufacturers and suppliers, was under direction of Marvin J. Fehlings, vice-president and general manager, Cape Supply Co., Cape Girardeau.



You Don't Have To Say: "Your Troubles Are Over..."

THEY NEVER BEGIN If Windows Have GRAND RAPIDS HARDWARE

Take the STILE-MATE Aluminum Weather-Jamb Balance Combination for double-hung windows. It's been test-operated – literally hundreds of thousands of times – under the most rugged weather conditions. Result? Trouble-free performance and service calls eliminated. STILE-MATE'S features are shown above. Insist on *them*, and you'll insist on STILE-MATE when you buy double-hung windows.

Are your salesmen servicing instead of selling? Reduce the grief of costly service calls as you increase your list of satisfied customers. Look for STILE-MATE, made only by America's oldest and largest manufacturer of residential window operative hardware.

Write For Illustrated Catalog Showing Our Complete Line of Window Operative Hardware and Weatherstripping 01

GRAND RAPIDS HARDWARE CO.

QUALITY LEADERS IN SASH HARDWARE FOR OVER 60 YEARS

560—11th STREET GRAND RAPIDS 2, MICH.

Arkansas Wood Structure

(*Continued from page* 53)

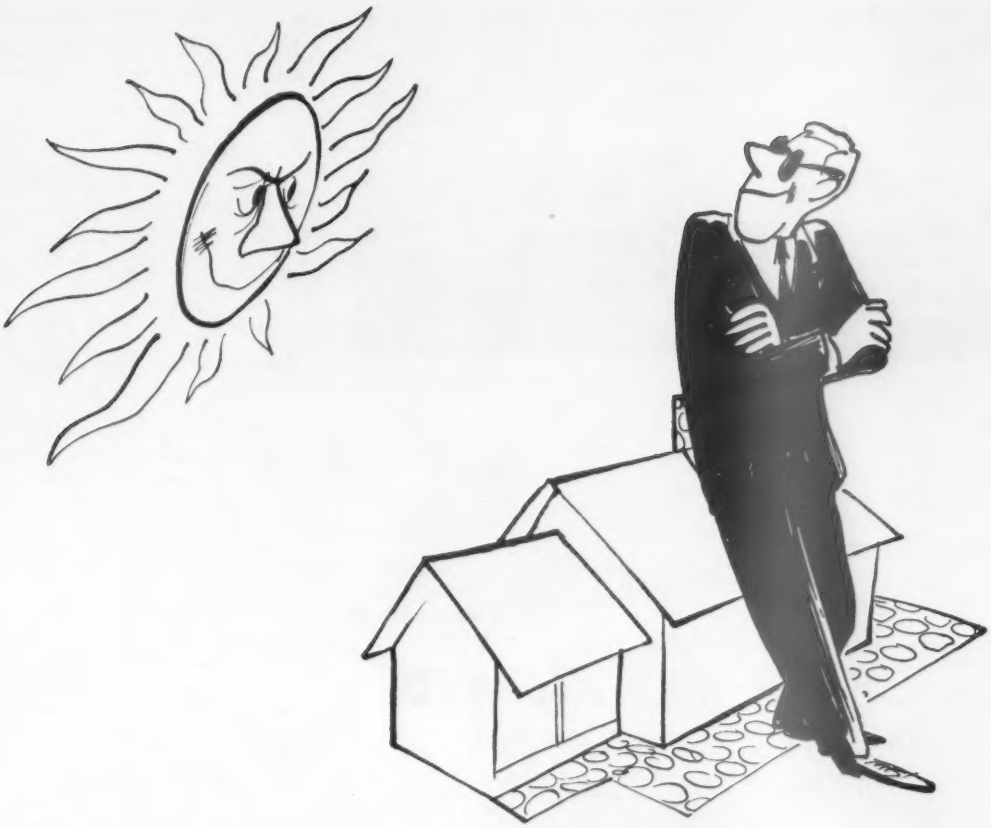
strength factors were inherent in the design and erection.

The building, to be used for the storage of rough lumber, will be 104′ wide, 468′ long, 70′ high at the roof apex and 55′ high at side walls.

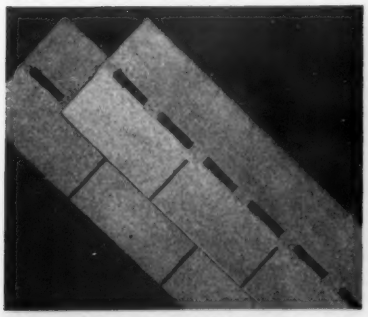
The 100′ bridge crane will ride at an elevation of 42′ and will travel at a rate of 650′ per minute carrying a 10-ton load of lumber.

The building will have a free span floor area of 46,800 square feet to provide a working capacity of 3½-million feet of lumber. Maximum capacity will be 4-million feet. This unusual project is part of a one-million dollar plant modernization and expansion program being conducted by the Crossett Lumber Co., a division of the Crossett Company.

All lumber used in the structure is high quality Arkansas soft pine.



MAKE MONEY WHILE THE SUN SHINES WITH RUBEROID SELF-SEALING SHINGLES



RUBEROID'S SELF-SEALING asphalt shingles make the sun your silent partner. The heat of the sun bonds each shingle to the one underneath. Once this happens, not even a hurricane will budge it. No leaks. No trapped moisture. Written wind warranty.



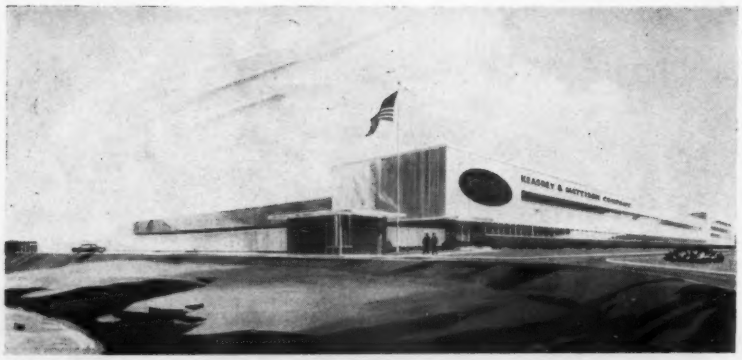
RUBEROID SELF-SEALING shingles go up fast. Cut application time. No need for cementing—the sun does it for you. No sticking. No strips to remove. Special packaging allows application direct from bundle. Nail locations are always clear for clean nailing.



RUBEROID PRESELLS your customers on RUBEROID SELF-SEALING asphalt shingles in *Life, Look, Saturday Evening Post, Better Homes & Gardens.* For full information, see your RUBEROID representative or write: The RUBEROID Co., 500 Fifth Ave., New York 36, N.Y.

RUBEROID®

HELPS YOU BUILD...BUSINESS!



ARTIST'S CONCEPTION — Keasbey & Mattison Co.'s new asbestos-cement pipe plant, at Hillsboro, Tex., will cover three-acres under roof on 50-acre site. Scheduled for completion by fall 1961, it will be steel-frame, single-story, flat-roof construction with sidewalls of brick and corrugated asbestos. Factory will manufacture asbestos-cement pressure pipe, irrigation pipe, sewer pipe, and other pipe products for Southwest market.



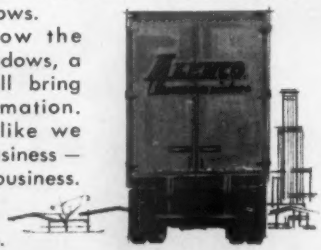
Since 1949 ALENCO®

WINDOWS HAVE BEEN MOVING IN INCREASING QUANTITIES . . .

WHY?

Quality at Competitive Prices with Safe, Fast Delivery in our Trucks *plus* Alenco's Selling Support.

Alenco is an old timer in window manufacturing that has kept up with the market's need in sizes and types of windows. If you don't know the Alenco line of windows, a note inquiring will bring you prompt information. We do business like we want to stay in business — and to help you in business.



Look Out on a New World thru Alenco.

ALENCO® Aluminum windows

•ALBRITTON ENGINEERING CORPORATION
P. O. BOX 31 • Bryan, Texas



ALBRITTON ENGINEERING CORPORATION BRYAN, TEXAS

QUALITY APPROVED ALUMINUM WINDOW

SOLD ONLY THROUGH DISTRIBUTORS

Boast Attic Fan Sales

(*Continued from page* 47)

A typical newspaper advertisement features a 36" x 42" fan at $99.95 installed, or $74.95 without installation. Copy gives specific details regarding the fan, so that prospects may know exactly what they're getting when they buy. This saves a lot of "selling" when the prospect comes in, Robbins explains.

The company has two attic fan units installed on the floor, hooked up for demonstration purposes. It sells fans on an installment plan, allowing up to a year to pay, if such terms are needed.

"We have found the one factor that has helped us increase our attic fan business more than any other," Robbins says, "is our promoting them early in the spring. We aim, with our advertising and store displays, to plant suggestion of an attic fan in a potential prospect's mind, so that it will be there and ready to work when the first uncomfortably warm day hits in early spring. That gives us a good start toward profitable fan business."

Retailer Lets Out Seams

(*Continued from page* 46)

fessional help without knowing where to turn. These are people we want to serve, in addition to our builder-customers," he continued.

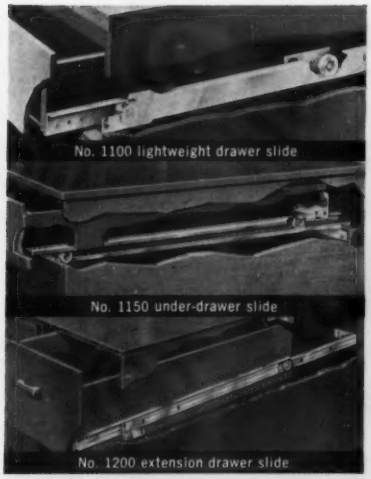
The supermarket store housed in the main building is one way in which Queen City seeks to help the housewife, the week-end carpenter, the do-it-yourself handy man. Hand tools, power tools, hardware, drawer knobs, a board just the right size for a shelf, a square of pegboard, a thousand and one items, will be grouped in categorical displays.

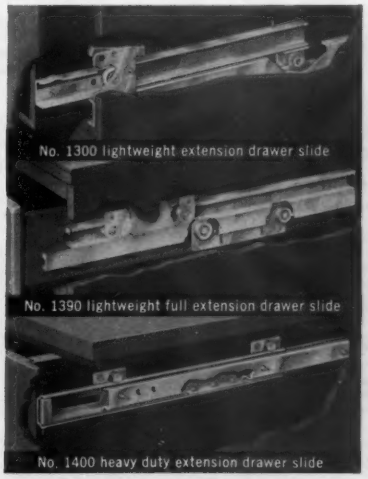
Fabrication — from unit con-

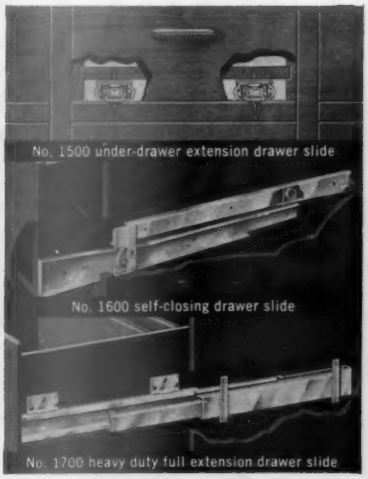


always operate smoothly, never sag!

There's a K-V drawer slide for every type installation—
from lightweight to heavy duty. Write for complete catalog.







KNAPE & VOGT MANUFACTURING COMPANY, Grand Rapids, Michigan

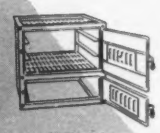
Manufacturers of adjustable shelf hardware, sliding and folding door hardware, closet and kitchen fixtures, Tite-Joint Fasteners and Handy Hooks for perforated board.

One-Stop Service

. . . for over 360 Metal Building Needs!

Get assured satisfaction, proved quality, unexcelled value with Vestal precision-engineered specialties in iron, steel, aluminum. Besides the items shown, the broad Vestal line includes underground garbage receivers, cistern rings and covers, grease basins, catch basin lids, sewerage and drainage castings, manhole frames and covers, metal bridging, joist hangers, and many others — and all competitively priced for outstanding Vestal value!

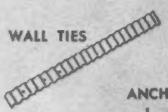
For complete catalog, write Dept. SBS


OUTDOOR FIREPLACE UNITS

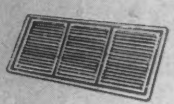

CIRCULATOR FIREPLACE


FIREPLACE DAMPERS


MULTI-OPENING FIREPLACE DAMPERS

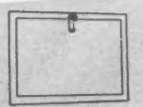

WALL TIES


ANCHOR BOLTS


UNDER-EAVE VENTILATOR


CLEAN OUT DOORS


ASH DUMPS


CRAWL SPACE DOORS

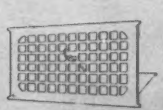

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struction to complete houses — is a major service being provided in line with today's building needs. The main building, for example, was fabricated in the former plant and trucked to the new site for erection.

"This same construction procedure can be applied to a residence, a vacation cabin, a fishing cottage, a church, farm buildings, all of which have been fabricated and delivered to the site where erection was accomplished in a matter of days," Shockley said.

Fabrication, big news with today's supplier, according to Shockley, has become a leading factor with his company and, in part, is responsible for the expansion program wherein one entire building is given over to fabrication of unit items, i.e., roof trusses, windows, doors, kitchen walls complete with cabinets, storage walls, box beams, as well as individually planned residences. In many instances, roof, wall, and floor are fabricated in sections.

The builder today is coming to depend on his supplier for fabricated units as much as for raw lumber, Shockley emphasized, but Queen City continues to mill lumber from rough timber to dressed and miscellaneous material.

House planning and home improvement services highlight new functions stressed at Queen City.

"Suppose a man wants a house built and comes to us with only a vague idea of his needs. We will develop his plan, furnish the specification sheet, estimate cost, arrange financing, even have the house built and supply him a turnkey job, a 'package' deal, so to speak," the general manager commented.

"Several million kitchens in the U. S. will be remodeled and modernized this year according to a building journal. We are here to help get that job done," Shockley explained.

The company has an "active" kitchen set up within its showroom. "Many kitchens can be modernized merely by the addition of stock cupboards, available in metal or in wood. Other jobs — remodelings — require detailed planning and custom made cabinets. All of which can be viewed there by prospective customers.

Heating and air-conditioning are further installations Queen City offers in a new program of customer services.

"In other words," Shockley commented, "we aim to lend a helping hand, be it a door that needs to be planed down, a lock that needs changing, a roof that leaks, a room to add on, a porch to be enclosed, or a house to be built.

Texan Promotes Credit

(*Continued from page 43*)

third statement sent. Exact time elapsing between purchase and statement date, of course, depends on date of the month merchandise was brought.

"This service charge performs two distinct services," Swiff pointed out. "In the first place, interest compensates for our loss of use of money involved, which is important. But even more important, we find that it usually spurs customers into paying accounts. Many slow-paying customers, upon receipt of their first statement with the service charge attached, come charging into the store, demanding to know the meaning of the extra charge. Mrs. MacDonald explains the reason for the charge; and then the customer usually wants to know if the company will drop the extra charge if he will pay the account

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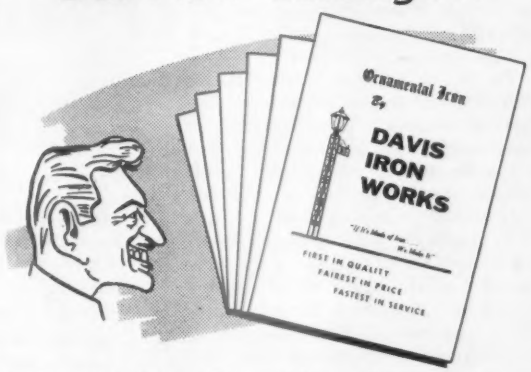
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now. *It* does and *he* does!"

Credit losses, even after such stepped-up effort to increase credit business, are about one-fourth of one per cent, Swiff reports. Loss is negligible because of the care exercised in extending credit, close tab kept on accounts, and Mrs. MacDonald's quiet and friendly way of following up slow accounts.

"We believe the secret of collecting slow accounts," Swiff explained, "is to keep the customer reminded that we have not forgotten him. Nowadays, many people are over-extended creditwise. That means somebody is going to have to wait a long time to be paid his money. The merchant who consistently persists is going to be paid first. We persist, but in a friendly manner, always remembering that he is a customer first, a slow-payer second."

Promise to Pay

After an account has run more than 60 days, it receives special attention by Mrs. MacDonald. She telephones all who may be reached by phone, writes the rest. In every case, her approach is friendly and understanding. She tries to obtain a definite promise of payment, and then she sets up such notation in a daily file. If the promised date turns up and no check has arrived, she telephones the customer again, reminding him of the promise.

"I always bear in mind," Mrs. MacDonald explained, "that my basic job is to sell merchandise through good credit relations, and I handle each case accordingly."

To guard against selling additional merchandise to an unsatisfactory account, Mrs. MacDonald has inaugurated in the ledger file a system whereby a special pink ledger sheet signifies unsatisfactory credit, warning that no further credit is to be granted. Such pink sheet simply replaces the customary white sheet when an account has reached a danger point. Thus anyone, in absence of Mrs. MacDonald, may check any account and be warned by the pink sheet not to sell the customer more on credit.

She also has a code system to designate the credit standing of each customer. Code letters appear in the upper right-hand corner of each ledger sheet, with several sets of letters to represent various credit standings. These range from "EXL" for excellent, down to "UN" for unsatisfactory. All pink sheets carry the "UN" code.

In addition to credit considerations, West End Lumber & Supply operates on an additional vital premise.

"We maintain that every sale must pay itself," Swiff described. "Accordingly, we view every customer on the basis of *what* he buys, not *who* he is, when it comes to allowing trade discounts."

Obviously such a policy could alienate the goodwill of contractors, but it has not done so for West End, for the reason that the company has companion program and policy to counteract it. Swiff maintains that, so far as he knows, the company has lost no contractor business because of such policy.

Under this program where every sale stands on its own, if a contractor comes in to buy materials to build a home, he receives the regular contractor discount and the assistance of the company in arranging financing and preparing house plans.

On the other hand, if a working man with time to spare wants to build his own home, and comes in to buy the materials, he receives



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the same discount as the contractor, and the same planning and financing aid. If the individual do-it-yourselfer buys as much materials as the contractor, his discount is the same.

"We see no reason to penalize an ambitious individual if he wants to utilize his spare time to build a home," Swiff explained. "We make exactly the same mark-up on the materials he buys as we make on what we sell to the contractor. There is no reason why he should not merit the same discount."

When a do-it-yourself customer comes in and buys enough cement, for example, to warrant a trade discount, he gets it; but the management explains to him at the same time that the discount is for the size of the order, and that if he should buy again, but in retail quantity, he will be charged the retail price.

The same rule applies to contractors. The contractor gets his regular discount when he buys in bulk, but when he returns to buy a few odds and ends, he pays the same price as any individual buying the same merchandise in the same quantity.

"That way, every sale stands on its own and makes a profit, regardless of size," Swiff said. "We simply do not see the logic in selling a contractor a bag of cement or one door for the usual trade discount. It costs *us* as much to sell him, as it does to sell the same thing to a home-owner wanting to do his own work. There is no logical reason to do it. There is no point in making a sale that carries no profit."

Although the company does considerable business with contractors, it does not depend upon them entirely. The management promotes and sells new construction and particularly remodelling jobs, turning actual construction over to an independent contractor with whom the company regularly works.

The contractor, in turn helps to figure job cost, and turns in his own estimate of the cost of his services.

"For some time, when a customer wanted to add a room or remodel his home, asking us to recommend a contractor, we gave him names of four or five reliable men, sold him needed materials, and let it go at that," Swiff explained. "But more and more customers were complaining to us that they had telephoned a specific contractor we had recommended and that he had not come out, as promised, to figure the job. Somehow, the average customer seemed to hold us responsible for the contractor's failure to show up as promised.

"Now we assume all responsibility and call in a contractor we want to do the job. The complaints largely have disappeared."

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Cash Register Stealing

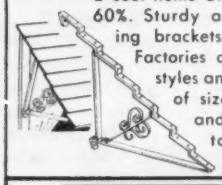
(*Continued from page* 44)

a substantial drop in value of merchandise on hand compared with that on the books, he rechecks his figures. Only after he is sure that his figures are correct would he suspect embezzlement or theft. The system has alerted him to more than one register embezzler in the past.

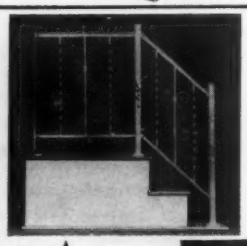
A more common type of inventory control is the item-by-item count. It is just as useful, although more tedious.

Some merchants pull cash register drawers at unexpected times during the day. The merchant can easily reckon how much should be

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The very best in ornamental columns . . . sturdy construction, completely anodized. Engineered to meet the modern standards in aluminum design. Available in either corner or flat styles; several individual designs to choose from.



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in the drawer by checking the actual amount against the total on the tape. If the amount is substantially above that on the tape, the merchant is alerted that the clerk responsible for the drawer might be under ringing and leaving the cash there until the day's end.

If you think you can easily spot an embezzler and therefore need not take advantage of certain devices and protections, think twice. Here is how the Surety Assn. of America describes the average embezzler:

". . . he is about 36 years of age, married, with two children, having served his present employer about five years, with apparent honesty and diligence, and earning a comfortable living wage. There is nothing about the picture to set the average embezzler apart from the average man or woman. Yet one or more of the following motivate him: gambling, extravagant living standards, unusual family expenses, undesirable associates, inadequate income, resentment, or revenge."

This list of motives shows what to watch for and hints at steps to be taken to forestall embezzlement.

Certainly you can let your employees know that when they are in financial difficulty you are willing to help them. Often employees in trouble steal, repay, then go on later to steal larger amounts they can't repay.

You understandably pay anyone whom you place in a responsible job a wage on which he can support himself and family at a decent standard of living. If you don't, such an employee may pay himself that wage from the cash register, and when he finds out how easy it is, pay himself more.

Observe careful hiring procedures. When you interview a prospective employee, listen closely for inconsistencies in his story. Be sure to ask if he has been bonded and by whom. Have him explain gaps in his job history.

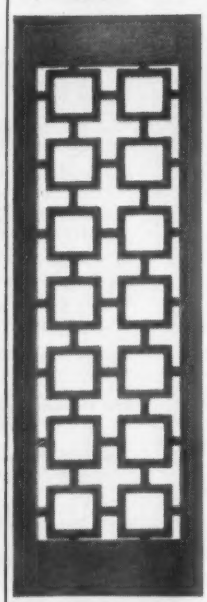
Check references. Be sure they are genuine. Call former supervisors and employers. If the references are too few, check with his wife, his bank, doctor, clergyman, or school teacher.

If you think such prying is unnecessary, consider the experience of a retail store operator. He hired a neat, intelligent man. Former employers and friends gave high praise to him. For several months he was an ideal employee. Then he failed to appear for work. After

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two days the employer checked stock. Hundreds of dollars worth of goods were missing.

The clerk was a fraud. He had used another man's name. The store owner had neglected to check sufficiently.

The owner of another building supply firm relates that he requires a polygraph test of every person considered for a cash register position. He always refers to it as a polygraph test since people abhor lie detectors. Paradoxically, he tells the prospective employees a "white lie" to make it easier for them to take the test. He says that the bonding company requires the test.

The tests cost $25 each. This store owner estimates that they have saved him thousands of dollars. He says that of 45 persons who have taken it in five years, four or five have been designated undesirable.

The tests exposed one young man who had excellent references as assistant restaurant manager. He was the sort who ordinarily would have been hired in a minute.

He took the polygraph test. The needle jumped when he was asked if he had ever taken anything of value on the job. After hearing the question repeated and watching the needle gyrate, he readily admitted that he had been stealing $5 to $10 daily from his employer for several years.

This man justified the embezzlement by pointing out that the restaurant had owed him a raise for all these years. He claimed he stole what was owed him. (Note the resentment motive.)

The result of the test was kept confidential. The assistant manager returned to his job at the restaurant. He may still he stealing there.

The idea of requiring a polygraph test may shock many. According to a Washington, D. C., polygraph testing firm, more and more companies are resorting to these tests. One nationally-known firm has its employees tested annually. Tactful discussion of the test before it is given can eliminate resentment, the owner of the testing firm declares.

In summary, you can protect yourself against cash register embezzlement by:

Bonding employees who work cash registers.

Hiring detective shopping agencies to spot embezzlers and obtain confessions of amounts stolen.

Prenumbering sales slips and



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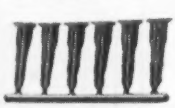
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requiring clerks to write down the items and prices on each slip.

Checking inventories, preferably monthly, item by item or by value.

Pulling cash register drawers at unexpected times.

Paying employees fairly and letting them know that the firm will help them when they are in trouble.

Checking employees references and backgrounds carefully before hiring.

Requiring polygraph tests of job applicants and at regular intervals of employees.

But while being alert for cash register embezzlers, remember that most of your employees are honest. They won't steal. So be alert, but be discreet.

Dealer's Two-Home Market

(*Continued from page* 49)

ket consumer mediums.

5. The DFPA stamp on a panel of plywood means far more than good quality. It means this plywood is easier to sell. More important, it states in effect that the manufacturer has put a substantial amount of money into helping his trade buyers resell to the end user. No other agency in the plywood field is doing this for its suppliers.

Seeking Dealer Support. "For more than 20 years DFPA has actively sought the support of lumber dealers to broaden plywood sales," Ritchie said. "Today this group sells about 60 per cent of the manufacturers' output. And today we are pouring all the resources we have into continuing to earn this support."

The association's advertising programs are carefully planned so as to get the most from every dollar, he said. Advertising which tells builders how to build "more house for the money," with specific examples of how it can be done with plywood, is backed up with consumer campaigns aimed at showing the buyer that "better homes are built with fir plywood."

A new campaign promoting marine plywood already is drawing wide response, Ritchie said, and material directed toward the farm market is being prepared in greater quantities.

"We have two stories to tell, Ritchie said. "One, of course, is that plywood delivers more performance for the money in nearly every logical application. The other is quality. We try to show the advantage of using a product with known, constant properties that is kept that way by a scientific program."

Making it easier for the lumber dealer to use these campaigns on the local level is part of the job of DFPA's merchandising department, which produces and supplies point-of-sale material in every form from do-it-yourself plans to technical brochures. Much of this material is keyed to lumber dealers, it was explained.

During the remainder of the first day, conference participants heard presentations by DFPA officials Dan B. Sedgwick, technical department, who reviewed DFPA's work with the Emblem home series (expanded this year into a new group of designs in the middle-price bracket); Field Promotion Director Stanley A. Taylor; Technical Director John M. Hess; and Research Manager David R. Countryman. Visitors also were conducted through DFPA's two research laboratories and through its Tacoma quality control laboratory, one of three operated to keep watch on industry production.

Second-Day Proceedings. The second and concluding portion of

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Consistent quality and fast delivery from a centrally located bleacher.

FULTON CHEMICAL COMPANY
SUMTER, S. C.

the conference appeared to be planned for three specific purposes.

1. To determine whether lumber dealers were in position to exploit second-home market, and to gain further insight into ways in which various operators could best gain a toehold in the field.

2. To develop frank opinions from dealers on usefulness of advertising and promotional material DFPA has thus far developed.

3. To find out what kind of merchandising would be most helpful to dealers and dealer builders in coming years.

DFPA Ad Director John Ritchie emphasized that DFPA had been "thinking about the 'second home' market for about five years." It originally got started on a modest advertising campaign, running small mail order ads in *Popular Mechanics, Popular Science, Science and Mechanics,* etc. An idea booklet on vacation cabin was offered, but with no plans.

In less than a year, Ritchie said, the association got close to 150,000 requests for the booklet. And one important facet of the early campaign was that, through accident and campaign delay, association officials demonstrated to their satisfaction that interest in vacation cabins was a year-'round proposition, and inquiries coming in November and December were almost equal to those showing up in early spring.

"As for our present two-page spreads running in *The Saturday Evening Post,*" Ritchie continued, "we are even more impressed by the quality of inquiries that we've uncovered. We have found a substantial number of builders, prefabricators, land developers, and lending agencies interested in the market, and writing in on the basis of the ad alone. So there is that encouragement to go ahead on a serious basis."

More Indications. Don Jaenicke of the DFPA publicity department termed the second-home market as a "sleeping giant," with tremendous potential for lumber dealers, in particular. Jaenicke enumerated the following facts to prove his contention:

1. To the DFPA second-home program, more than 500,000 people have responded, even without coupons to clip. A number of lumber dealers during this time ordered 40,000 plans, a decided indication that the cabin market has good potential.

2. The National Assn. of Home Builders recently estimated that a million people have leisure homes "somewhere," while *House and Home* estimates that 75,000 of them were built in 1959.

3. A Ford Motor executive recently was quoted as saying that in Michigan, Wisconsin, and parts of Minnesota, the second car's biggest competition was the "second home."

4. The University of Wisconsin recently conducted a survey which showed that 1,200 cabins had been built in the state in the first nine months of 1959.

5. In 1950, 12-million people reportedly had incomes of $4,000 or more, and in 1960, an estimated 36-million will be in that income group.

6. Total weeks of vacations for American workers jumped from 34-million to 70-million from 1946 to 1958, about 85 per cent of which was with pay.

Jaenicke continued: "Now, what do we know about people that are building cabins, and why do they do it? There isn't any one answer to that, but you can get a lot of reactions from some of the surveys conducted:

"1. Leisure-home building offers people a chance to get out of the rut. It is a kind of chance of adventure. It is something different.

"2. It offers a chance to be creative. We all like to think that we are creative, and this also is definitely an outlet for that.

"3. Lots of people look on vacation homes as potential retirement spots.

"4. Second-homes are a good financial investment. You may recall the book on real estate investment that was on the best-seller list for something like four months. Success of that book proves that people are interested in real estate investment.

"5. A 'second house' is now a status symbol that carries a certain amount of snob appeal. So, perhaps a second home equals a little bit higher prestige."

Biggest Competitors of Dealer. Program speakers defined the dealer's competitor in vacation home building as the builder, the prefabber, the realtor, and the mortgage and investment companies.

Five basic "musts" for dealers wanting to sell cabins were recommended:

1. Present a simple, economical design.

2. Build a model cabin, preferably full-sized, near the lumber yard, where people can walk in and look.

3. Come up with a brochure for

deft
WOOD FINISH

Magic Circle
MERCHANDISER
FREE



30"

The most profitable 30" of floor space in your store

It's new! It's different! No slow movers! The Magic Circle is a dramatic fast selling, high-profit producing Deft Floor Display, backed by Deft's PRE-SELLING consumer advertising. This $47.50 self-contained selling unit is yours FREE with a drop shipment order equivalent to 34 gallons of Deft. *You write your own ticket* as to sizes wanted. Increase your sales with the Magic Circle Merchandiser.

FULL 40% DEALER PROFIT plus FREE MERCHANDISER

This beautiful new Deft Merchandiser pays you handsome profits.

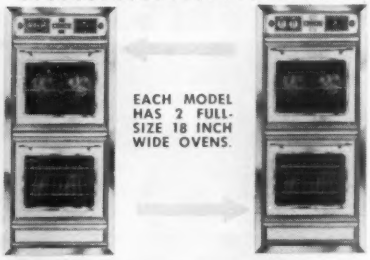
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THE ONLY LINE OF BUILT-INS WITH INTERCHANGEABLE GAS AND ELECTRIC DOUBLE OVENS AND "SUPER THIN" TOPS.

MODERN MAID Scores again with the introduction of the DOUBLE OVEN GAS BUILT-IN with 2 BIG 18" OVENS and the amazing NEW INFRA-RAY ceramic burner!



EACH MODEL HAS 2 FULL-SIZE 18 INCH WIDE OVENS.



CONVENTIONAL SINGLE OVEN MODELS ALSO INTERCHANGEABLE.



GT-36G

36-INCH "SUPER THIN" RANGE TOP WITH GRIDDLE.

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GT-30

30-INCH "SUPER THIN" RANGE TOP ALSO DROPS IN ABOVE DRAWER SPACE.

ET-30

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Send prices and folder on the 1960 line of Modern Maid Gas and Electric Built-Ins.

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Address .....

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Distributor ☐ Dealer ☐ Cabinet Maker ☐

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distribution, and combine with some newspaper advertising.

4. Construct facilities to pre-cut a cabin package. Panelization is often key to success in most areas.

5. Offer adequate financing, while emphasizing a low weekly payment.

One northern California dealer described his firm's success in cabin sales. It sells conventional lumber, plywood, door frames, and everything knocked down, and lets customers build it themselves.

A Salt Lake City savings and loan association official described financing as the dealer's biggest problem in developing a "second-home" market. He said that it will be difficult for most dealers to find good lenders for the type of money available. Lenders, he said, will be interested solely in short-term, high-rate transactions. The larger discount operations, like A.B.C. and C.I.T., have something to offer dealers, however.

Another financing possibility is assistance under the National Housing Act on a conventional home improvement loan, he concluded.

Texas Dealers Convene

(*Continued from page 55*)

Barnes and Jones Lumber Co.

His subject was "Leisure Time Home Development, Sales, and Financing" and he explained that he and his company have specialized in building and developing resort-type properties, more specifically the small, family recreational-type home on lake or river, or even a retirement home in such areas. In the process, this firm has built air strips and has even opened boat channels. It now owns 3,000 such homesites and subdivision property all the way from Freeport on the Gulf of Mexico to the New Mexico border. Such specialization resulted, he explained, from the fact that one company factor owned lakeside property that had been neglected in the race to "sell lumber."

"We generally build on a speculative basis, and thereby set the pattern for development," Owen added, "but we often acquire custom customers, too. In one such development we had to put in our own lumber yard to supply our own needs and soon, to our surprise, it had attracted so much patronage it was operating at a profit.

"We build launching ramps for

The only shutters with



all the features

home owners want

LoManCo Beauty Line

Aluminum Shutters

No other window shutters on the market . . . metal or wood . . . can match new LoManCo Beauty Line Aluminum Shutters for the combination of features and advantages builders and homeowners want! These rugged LoManCo shutters, with one piece aluminum slats locked into a heavy continuous aluminum frame, look good and last a lifetime! They provide the deeper shadow lines which set off and enhance the appearance of any window. They come from the factory completely assembled, with pre-drilled corner holes equipped with eyelets for faster easier mounting. And they're factory painted white ready for trim color. Investigate LoManCo Beauty Line Aluminum Shutters today. Ask your dealer or jobber, or write for information.

- ★ **100% Aluminum Construction** . . . no rotting, warping, cracking or splitting
- ★ **One piece aluminum slats** locked in continuous frame . . . strong, durable, yet lightweight and attractive
- ★ **Completely assembled** ready for mounting . . . furnished with pre-drilled corner holes and eyelets and mounting screws
- ★ **Factory painted** white ready for trim color . . . no prime coat necessary
- ★ Complete range of 16 sizes for all standard windows

America's Most Complete Line of Aluminum and Galvanized Louvers!



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boats, barbecue pits, everything that goes with that kind of living. For example, I have just closed a deal for such a home with my barber. We advertise by means of radio and TV, and have tried to isolate the best time of day for such promotion, but it seems that any time of day is good for advertising and selling resort property."

Personal Note Vital. Owen said that in financing, the saving and loan organization, the bank, the private individual are "out." The only effective financing procedure is through a personal note.

Another speaker also had some high-voltage shock treatments for lumbermen of Texas. Robert Blackstock of the Blackstock Lumber Co., Seattle, Wash., said in the course of his address entitled, "More Profits in the 60's":

"I am not advocating aluminum siding, but don't turn your back on it."

Blackstock, discussing the possibility of being out of a job, said he believed he could get one in almost any industry. But, he added:

"I don't know where I'd find another industry that has a future like this one. There are so many things to do in this industry, you don't know where to start.

"In our company, we look at the field of components, for component construction or prefabrication is here to stay. And we will witness in this country the development of component labor because it costs in time and money to train a carpenter and we can't wait — we need him right now.

"I have never seen an industry that seems to care how little money they make as this one. To profit in 1960 you must, in essence, service the customer to death.

"The component part idea is a philosophy of a way to do something. With the advent of these new glues there will be no need for nails. The greatest factor about components is that you are selling a package — less labor, plumbing, heating and wiring."

Seventeen new members of the association board of directors were elected as follows: C. M. Adams, Foxworth-Galbraith Lumber Co., Plainview; Stanley H. Ballard, Nor-Tex Lumber Co., Terrell; E. A. (Gene) Burrus Jr., Burrus Lumber Co., Beaumont; Floyd Burt, Zarsky Lumber Co., Corpus Christi; M. H. Flournoy, Texas Lumber Co., Austin; Floyd Goad, Cicero Smith Lumber Co., Lubbock; Cosmo F. Guido, Guido Lumber Co., San Antonio; Ferris M. Holmes, Alamo Supply and Lumber Co., Texarkana.

Dan LeBow, Wm. Cameron and Co., Waco; Elehugh Levy, B and L Lumber Co., Waco; Eldon L. Lewis, Azle Avenue Lumber Co., Fort Worth; Frank S. Morton, Morton Lumber Co., Borger; Sam K. Seymour III, S. K. Seymour Co., Columbus; George C. Staten Sr., Lander Lumber Co., El Paso; R. Bill Williams, General Lumber Co., Dallas; M. F. Wirtz, Amarillo Lumber Co., Amarillo; Robert H. Wyde, B. Wyde Lumber Co., Port Arthur.

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SIZE 18"x8"

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100	250	500	1000	3000	5000
.27	.26	.25	.23	.22	.21

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SIZE 17"x22"

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Size 12x12:	.13½	.11½	.10½	.09½	.08½	.07½
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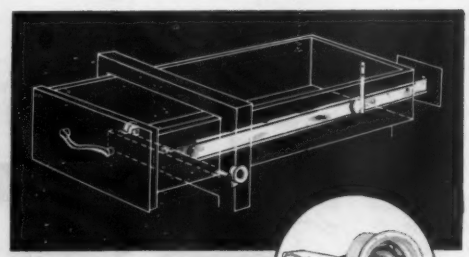
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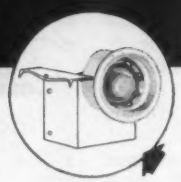
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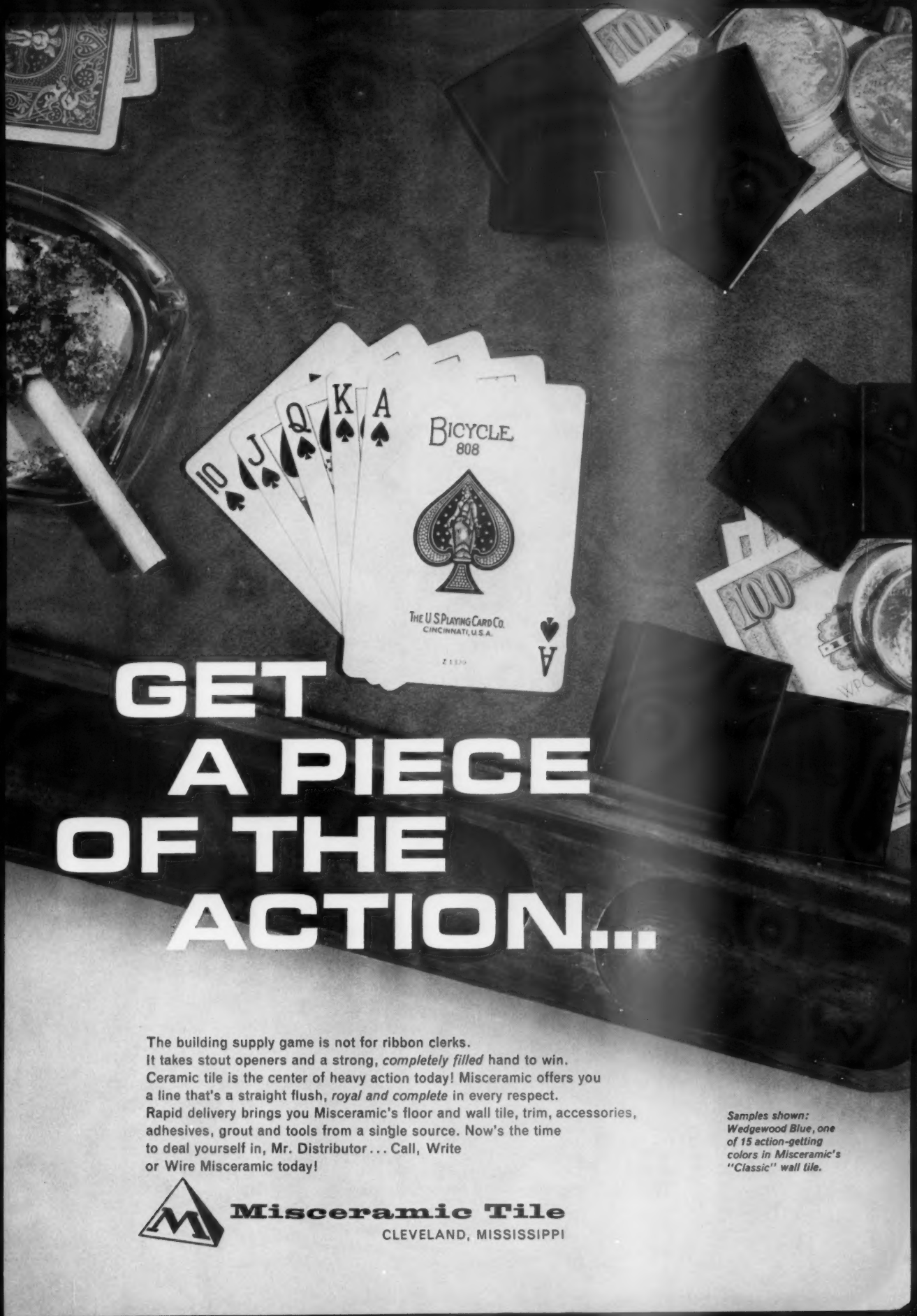
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